

The Effect of Electronic Word of Mouth on Buying Interest with Brand Image Mediation as Intervening Variables on Consumers of Scarlet Whitening Products in the Shopee Application

Nurul Lutfiyah Rahimah¹, Arif Kuswanto²

^{1,2} Faculty of Communication & Business, Universitas Telkom, Bandung, Indonesia
nurulltfyh@student.telkomuniversity.ac.id, arifkuswanto@telkomuniversity.ac.id

Abstract

Scarlett Whitening is a local beauty brand that focuses on selling on the internet. This product is able to beat international brands in body care, which is 57% of the most popular, and is included in the second position of the top local skincare brands most in demand in e-commerce in 2021. Many forms of electronic word of mouth are carried out by Scarlett Whitening, but have not made its position in the first rank that can be defeated by a local brand that has just gone viral at this time even though the characteristics of e-wom are sufficient enough to make consumers' buying interest number one. The need for identity to be top of mind and consumer confidence and able to compete, in this case is the brand image. The purpose of this study is to find out the effect of e-wom on buying interest through brand image as an intervening variable on consumers of Scarlett Whitening products in the Shopee application. This type of research is quantitative with descriptive analysis. The number of respondents used is 400 consumers who have bought Scarlett Whitening in the Shopee application. The sampling technique is non-probability sampling and Likert scale and data analysis using the partial least square software SmartPLS 3.2.9. The result is that electronic word of mouth (X) has a positive and significant effect on Buying Interest (Y). Electronic word of mouth has a positive and significant influence on Brand Image (Z). Brand Image (Z) has a positive and significant influence on Purchase Interest (Y). Electronic word of mouth has a positive and significant influence on Buying Interest through Brand Image.

Keywords

electronic word of mouth; brand image; buying interest



I. Introduction

Industrialization of the revolutionary information era is where people's life activities are tied to their need for technology, information and other communication media which have become considered as the most vital aspects in facilitating, completing, and solve problems of everyday life. According to Don Tapscott (2015) in *The Digital Economy: The economic activity in question is internet digital technology. The digital economy is also known as e-economy, web economy, digital-based economy, new knowledge economy, or new economy. (Barton et al., 2015). Based on We Are Social's research, April 2021 showed that the most e-commerce users and internet users shopped in the world, namely Indonesia as much as 88.1%. Based on AppTopia research, the number of Shopee application downloads was recorded as the first at 203 million in 2021.*

The growth of the business industry in the beauty services sector can be seen from data from the Ministry of Trade that in 2019 in local franchises, the third position was in beauty services which contributed 9.0%. (businessindonesia.com). The pandemic period

makes people spend their time at home so that it has an impact on the trend of maintaining health as well as taking care of skin beauty, which has increased in connection with the new normal period where people need to pay attention to appearance in supporting activities outside the home. According to the Central Statistics Agency (BPS), the pharmaceutical, cosmetic, chemical industry grew 5.59% in the first quarter of 2020. The cosmetic market is estimated to grow 7% in Indonesia in 2021. (databoks.katadata.co.id). Indonesian women have many considerations in determining their choice when they will use products, both according to their needs or desires to solve their respective skin problems. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019). In addition, the current generation, which is increasingly aware of the importance of taking care of skin health, also forms various beauty standards. Generally, the original color of the skin of Indonesian citizens who are brown from their descendants and the hot climate makes people yearn for bright white skin that also shines. The following are the results of the 2020 ZAP Beauty Index survey, showing that 69.6% of women choose beauty products that are able to brighten. One of the local products, namely Scarlett Whitening with claims of instant brightening products, has taken advantage of the opportunity to grow and survive in the digital economy era by creating an online store website (scarlettwhitening.com), active on social media (tiktok, twitter, facebook, Instagram) and join e-commers platforms (shopee, tokopedia, Lazada and Bukalapak) in selling their products. The local brand in 2017, namely Scarlett Whitening, was able to become the market leader for body care products in August 2021 at Shopee and Tokopedia. He achieved 18.9% of the market. Based on a compass survey on commerce shopee and Tokopedia, 57%, beating the well-known international brand Vaseline by 15% and followed by Unilever Lifeboy products at 8%. The data is based on 36.4 thousand product listings in the beauty & care category.

However, based on a compass survey of the top-selling skincare brands, Scarlett Whitening skincare enthusiasts are still not good enough when compared to their bodycare. This can be caused by comments or reviews on the internet in the form of positive and negative comments that affect someone's buying interest. Other consumer reviews on the internet (E-WOM) become a form of consumer behavior after buying certain products. E-WOM according to Kietzmann and Canhoto (2013), "any input on positive to negative consumer experiences felt by actual potential consumers, or former consumers about brands, services or products, on the internet (news feeds, short messages, websites, social media networking sites, news feeds, etc.)" According to the results of the 2022 databox respondents survey on respondents aged 16-64 years globally, they are interested in making transactions that agree with consumers' choices in online shopping as much as 33.5% which is influenced by other consumer reviews on certain internet sites or networks.

The importance of eWOM for a company and consumers according to Charlton (2015) that "currently, 92% of consumers view online reviews, 63% of users buy from the web with reviews, and the rest of the 50 reviews get a conversion rate of 4.6%. This will increase the rating that consumers are 12 times more likely to trust reliable reviews than manufacturer descriptions. It can be seen if it is the result of e-WOM communication and the average sales increased by 18%". Sales of Scarlett Whitening get a direct response from consumers through the online store assessment feature on the Shopee application. The responses given by consumers are in the form of videos, photos, and comments on products in the product content column that is posted. Among the negative reviews that were said were regarding product complaints about the ingredients because in reality they found skin problems after use, the information at Shopee was different from the reality on

the product promo in the form of bonuses for purchasing, and questioned the efficacy of the product. There are 3 characteristics of E-WOM, namely: credibility of E-WOM regarding consumer trust in product reviews or reviews; the quality of E-WOM, the clarity of reviews or product reviews that it uses; the quantity of E-WOM which means how much talk of the product among consumers describes the trend and top of mind (Bataineh, 2015).

There is information about negative conversations about products that do not match the expectations and reality felt by customers. Most of the reviews contain complaints about scarlett whitening products, there is no effect from using the product, even though the product claims brighten up instantly and have a disturbing fragrance, and fake products are found to form an image in the minds of consumers that scarlett whitening products are the same as others. It can be concluded from consumer responses on the internet (shopee online shop) they provide clear information regarding the products offered by Scarlett Whitening, which represents the quality of E-WOM. The consumer reviews given are not in accordance with the brand image that Scarlett Whitening is trying to build, namely original products, trusted reviews and attractive promos every day. In the journal "Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens" by Krishnamurthy & Kumar (2018) suggests that the power of e-wom information (electronic word-of-mouth) is able to make brand expectations. It can be concluded that brand image is a way of how a perception persists in the minds of consumers, in trying to recognize and remember a service or product brand.

In addition, there are complaints or negative reviews in the Scarlett Whitening comment column on the Shopee application which have an impact on someone's referral interest to other people who are bad and will affect someone's buying interest. It can be concluded that brand image is a way of how a perception persists in the minds of consumers, in trying to recognize and remember a service or product brand. Disappointment reviews of consumers who received products that were not suitable to provide comments so that they did not have interest in buying scarlett whitening products were recommended in online stores and these consumers generalized all products to be disliked at the scarlett whitening online store.

Based on the description above, the following is a research pre-survey that will explain the variables of Electronic word of mouth, Brand Image and Buying Interest, namely:

Table 1. Research Presurvey

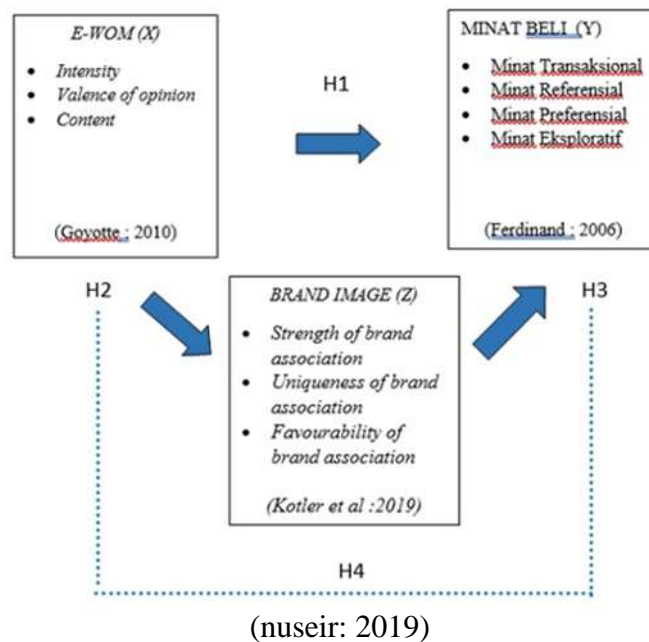
No	Variable	Dimensions	Statement	Answers	
				Agree	Disagree
1.	E-WOM	Intensity	Consumers often seek information about scarlett whitening from the shopee application	83.3%	16.7%
		Valance of Opinion Positive	Consumers see recommendations from other consumers who have purchased scarlett whitening through the shopee application.	56.7%	43.3%
		Content	Consumers like content about	33.3%	66.7%

			scarlett whitening in terms of the quality of product use in the shopee application.		
2.	Brand Image	The strength of the brand association of	Scarlett Whitening products is easily recognized consumers.	86.7%	13.3%
		The uniqueness of the brand association The	characteristics of the Scarlett Whitening product have its own characteristics compared to its competitors so that it is easy to distinguish and even difficult to imitate.	20%	80%
		Advantages of brand associations The	appearance of Scarlett Whitening products is able to attract customers' interest thereby adding value to the company. For example (packaging, service, price, features)	53.3%	46.7%
3.	Purchase	Interest Transactional interest	Consumers have a tendency / interest in trying to buy scarlett whitening products.	90%	10%
		Referral interest	The tendency of consumers to recommend Scarlett Whitening products to others with pleasure.	26.7%	73.3%
		Interest preference	Describes the consumer's preference or preference variant preferred	23.3%	76.7%
		Exploratory Interest	Describes consumer behavior in digging up information about the Scarlett Whitening product that they are interested in before buying it.	76.7%	23.3%

(Source: Processed Researcher Data, 2022)

In the journal Jalilvand & Samiei (2012) about a study on automotive automobiles in Iran. Based on this study, the significant impact of the E-WOM variable on online purchase intentions and brand image. Brand image has a significant influence on online purchase intention. Through the results of this study, it can be concluded that if E-WOM is effective in influencing the variables of brand image and brand purchase intention among consumers.

1.1 Thinking Framework



(source: processed researcher data, 2022)

Figure 1. Thinking Framework

1.2 Hypothesis

The thinking framework above that has been described produces answers in this research, namely:

H1: There is an influence between Electronic word of mouth on buying interest

H2: There is an influence between Electronic Word Of Mouth on Brand Image

H3: There is an influence between Brand Image on Purchase Interest

H4: There is an influence between Electronic word Of Mouth mediated by Brand Image on Purchase Interest

II. Review of Literature

Marketing Digital According to Kotler et al (2019) Marketing is a means to convey or inform knowledge about the company's products to consumers through digital media. Social media is a way for consumers to share information in the form of video, audio, images, text between each other and with companies. The existence of social media can build public voice and presence online. One of the digital social media marketing that shifts consumer habits in shopping, namely e-commerce or electronic commerce is the delivery, dissemination, sale, marketing activities of products or services with electronic systems, applications, technology, which connect product owners with consumers directly.

Electronic word of mouth According to Ismagilova et al (2017) in the description E-WOM means that information processes that experience continuous dynamic exchange between potential or previous consumers regarding services, brands, products that are already available to individuals or institutions on the internet. Dimensions According to Goyette et al (2010), there are 3 dimensions of E-WOM, namely: Intensity, Valence of Opinion, and Content. Intensity is a consumer opinion written on a networking site or the internet. Valence of Opinion is feeling interested in getting the product purchased because

of other opinions and recommendations. Content is the message that is meant to the viewer.

Brand Image by Kotler et al (2019) Brand image is the actual way consumers perceive visual and verbal forms of the brand, referring to the psychological or emotional associations maintained by the brand in the minds of consumers. According to Kotler et al (2019) dimensions of brand image, namely: Strength of brand association: a description of the company in producing information from the company that is easy to identify from the consumer's point of view and as information can survive, The uniqueness of the brand association (Uniqueness of brand association: a picture of originality superior product quality that makes competitors difficult to imitate and creates a strong brand in the minds of customers on product attributes, functions and images that consumers enjoy, Favorability of brand association: benefits the company attributes offer companies in increasing the brand value of the company's products.

Buying Interest According to Kotler et al (2016), namely the tendency of consumers to pay for brands and services or the tendency of consumers to switch to other brands. Buying interest behavior arises because of the consumer's desire to buy which shows the response. Based on this it means, if the purchase intention scale is used in assessing potential consumers in buying products or behaving in certain ways. Consumers who are asked to respond to purchase intention questions appear to be more likely to make a brand purchase. In contrast to consumers who are not asked to respond to an intention question (Schiffman & Wisenblit, 2019). Dimensions in Buying Interest According to Ferdinand (2006) as follows: Tractional interest, namely the tendency of a person or group to buy a product. There is a special interest in buying products according to one's wishes, Referential Interest, which is someone who tends to recommend products to others with pleasure. Someone will recommend it to others if they already have an interest in a product in order to have a similar product. Preferential Interest, which describes the taste for a product. Preferences may change if there is something or a problem with the product he likes. Exploratory Interest, namely behavior in digging for information about the desired product that is driven by the positive characteristics of a service or product.

III. Research Method

Methodology Quantitative research methods aim to obtain descriptive analysis. The population of this study is that consumers make purchases of Scarlett Whitening on their Shopee mall accounts and 3.1 million account followers. The researcher uses a non-probability sampling technique where the sample collection does not provide the same opportunities for each member of the selected population (Sugiyono, 2018). While the research sample in question is purposive sampling, which means how to choose a particular sample on purpose by the researcher. The selected sample will contribute in answering the problem and being asked for information and in the research. (Indrawati, 2015). The respondent's criteria are: Consumers who have used and bought Scarlett in the last 1 year, Consumers of Scarlett Whitening products who transact on the Shopee application, Consumers who have rated Scarlett Whitening products at Shopee, Consumers follow the Shopee mall Scarlett Whitening official shop account. The analytical method used is the Partial Least Square (PLS) analysis method to confirm the theory and is part of the Structural Equation Modeling (SEM). The PLS method is used in predicting the relationship between constructs with each other in seeing the results of the latent variable values so that predictions are made using SMARTPLS 3.2.9

IV. Result and Discussion

4.1 Characteristics of Respondents

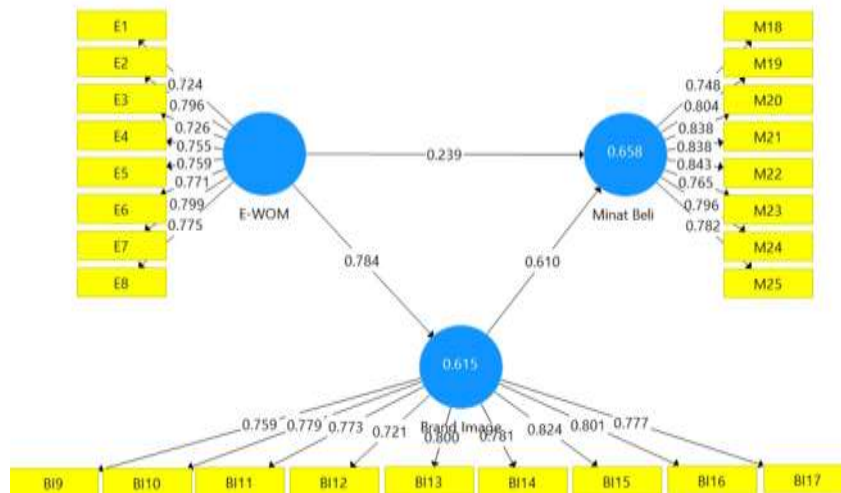
There are 5 characteristics of respondents in this study, including: gender, age, occupation, monthly income and area of origin. As a result, it is the gender characteristics of the respondents who dominate, namely 302 women or 75.5%. This proves that the majority of Scarlett Whitening consumer respondents who have bought are women than men. It can be concluded that the majority of Scarlett Whitening consumers are dominated by women. Scarlett whitening products are widely used by women in Indonesia because basically women are more likely to prioritize their appearance and take care of themselves when compared to men. Based on the age range of consumers of Scarlett Whitening products, the dominance of ages 17-25 years is 258 people or 64.5%. Scarlett whitening consumers on the shopee application do not have specific criteria for the age of the user, so that all people can use these products ranging from body, face, and hair care and can buy them at e-commers, one of which is shopee, of course with the internet. In accordance with the highest internet user penetration in the dominance of the age of 13-34 years. (databooks, 2022). Based on the employment status of the majority of respondents are students or college students amounting to 58.8% with a total of 235 people. The results of the data collection state that the users of Scarlett Whitening cosmetics purchased at Shopee have an average age of 17-35 years, according to students and productive age for work. (Kemeninfo, 2020). Based on the income per month, the majority of respondents were recorded at 35.3% or Rp. 1,000,000 – Rp. 3,000,000, 141 people. It can be seen that Scarlett Whitening consumers on the Shopee application have an average monthly income of IDR 1,000,000 and IDR 1,000,000 - IDR 3,000,000. It can be concluded that the data is in accordance with the most dominant Scarlett Whitening consumer respondents, namely students or college students whose monthly income is not too large. Based on the region of origin, the majority of 228 people or 61.6% came from the Java region. This is in accordance with the consumer area segment of Scarlett Whitening in Shopee, which is recorded as being divided into several regions, namely Java, DKI Jakarta, Sumatra, Kalimantan, Sulawesi and the Eastern Region. The order corresponds to the number of shopee application users themselves, the most dominating is the Java region and the least is the eastern region. This is also in accordance with the availability of the internet and technological advances in the region. (trenasia.com).

4.2 Descriptive Analysis

Based on the results of descriptive analysis on the collected research questionnaires, it is proven that the Electronic word of mouth for Scarlett Whitening consumers in the Shopee application is in the good category. The statement that has the highest score is the statement "I agree that there are positive consumer comments". about products from Scarlett Whitening on the Shopee app” with a percentage of 91.10%. It can be stated that Scarlett Whitening consumers agree on reviews written by other consumers on Shopee such as videos, comments, pictures, ratings or values that are in accordance with their experiences. This shows that consumers have received Electronic Word of Mouth that has been achieved well, so that it affects the Brand Image and Purchase Interest of Scarlett Whitening products. brand image of Scarlett Whitening in the Shopee application is in the good category. The statement with the highest score was "I agree that Scarlett Whitening products are easy to identify consumer." with a percentage of 93.10%. It can be stated that Scarlett Whitening consumers agree that the Scarlett Whitening product is easy for consumers to recognize in Shopee. This shows that the Scarlett Whitening Brand Image is

easy to remember in the minds of consumers and has formed an identity from the brand image that the company is trying to build both in terms of product, price, promotion, design, advertising which has a positive impact on the strength of its brand association. So, the brand image of Scarlett Whitening in Shopee is said to be good, so that it affects E-WOM and Buying Interest. Buying interest of Scarlett consumers whitening in the shopee application is in the good category. The statement with the highest score is "Consumers have a tendency / interest in trying to buy a Scarlett Whitening product." with a percentage of 91.80%. It can be stated that Scarlett Whitening consumers agree about being interested in trying to purchase a Scarlett Whitening product. This shows that consumers' transactional buying interest in trying to buy their products is because they feel interested so they make purchases at shopee. Consumers agree that the interest in buying scarlett whitening has been implemented well, so that it greatly affects the E-WOM and the product's brand image.

4.3 Test Results Outer Measurement Model (Outer Model)



(Source: Processed Researcher Data, 2022)

Figure 2. Outer Model

According to Ghazali (2014) the use of the outer model in this study is used to define a relationship on each indicator and its latent variables. Validity and reliability tests are also needed in analyzing the processed data. The validity test was measured by the value of the results of convergent and discriminant validity, while the reliability test was measured by the value of the results of Composite reliability and Cronbach alpha.

Table 2. Outer Loading

Indicato r	E- WOM	Brand Image	Buying Interest	Conclusion
E1	0.724			Valid
E2	0.796			Valid
E3	0.726			Valid
E4	0.755			Valid
E5	0.759			Valid
E6	0.771			Valid
E7	0.799			Valid
E8	0.775			Valid
B1		0.779		Valid

B2		0.773		Valid
B3		0.721		Valid
B4		0.800		Valid
B5		0.781		Valid
B6		0.824		Valid
B7		0.801		Valid
B8		0.777		Valid
B9		0.759		Valid
M1			0.748	Valid
M2			0.804	Valid
M3			0.838	Valid
M4			0.838	Valid
M5			0.843	Valid
M6			0.765	Valid
M7			0.796	Valid
M8			0.782	Valid

(Source: Processed by Researcher Data with Smart PLS 3.2.9, 2022)

In table 2 there are 25 total statement items and the outer loading > 0.7 indicates valid. This justification can be strengthened by looking at the Average Variance Extracted of each variable in the following table:

Table 3. Average Variance Extracted

<u>Variabel</u>	<u>Rata-rata Varians Diekstrak (AVE)</u>	<u>Kesimpulan</u>
E-WOM	0,583	Valid
BRAND IMAGE	0,609	Valid
MINAT BELI	0,644	Valid

(Source: Processed Researcher Data with Smart PLS 3.2.9, 2022)

In table 3 above there are variables E-WOM, Brand Image, and Buying Interest, each of which is said to be valid because the AVE value is > 0.50. Based on these results, it can be concluded that as many as 25 questionnaire statement items distributed are all valid and meet the requirements in convergent validity.

Table 4. Cross Loading

Indicator	E-WOM	Brand Image	Interest	Conclusion
E1	0.638	0.779	0.672	Valid
E2	0.625	0.773	0.595	Valid
E3	0.576	0.721	0.670	Valid
E4	0.647	0.800	0.631	Valid
E5	0.573	0.781	0.621	Valid
E6	0.612	0.824	0.6498	Valid
E7	0.801	0.693	0.619	Valid
Buying in		0.777	0.605	Valid
B1	0.577	0.759	0.535	Valid
B2	0.724	0.568	0.507	Valid
B3	0.796	0.568	0.537	Valid
B4	0.726	0.555	0.495	Valid
B5	0.755	0.581	0.521	Valid

B6	0.759	0.605	0.505	Valid
B7	0.771	0.617	0.603	Valid
B8	0.799	0.642	0.67520	Valid
0.605	0.505	—	—	Valid
0.759	B6	0.634	0.748	Valid
M2	0.560	0.629	0.804	Valid
M3	0.604	0.640	0.838	Valid
M4	0.597	0.633	0.838	Valid
M5	0.583	0.659	0.843	Valid
M6	0.528	0.613	0.765	Valid
M7	0.572	0.651	0.796	Valid
M8	0.592	0.656	0.782	Valid

(Source: Processed Researcher Data with Smart PLS 3.2.9 , 2022)

Based on Table 4 above, the cross loading value of each indicator is higher than the others. Thus, the indicators used in the study meet the requirements.

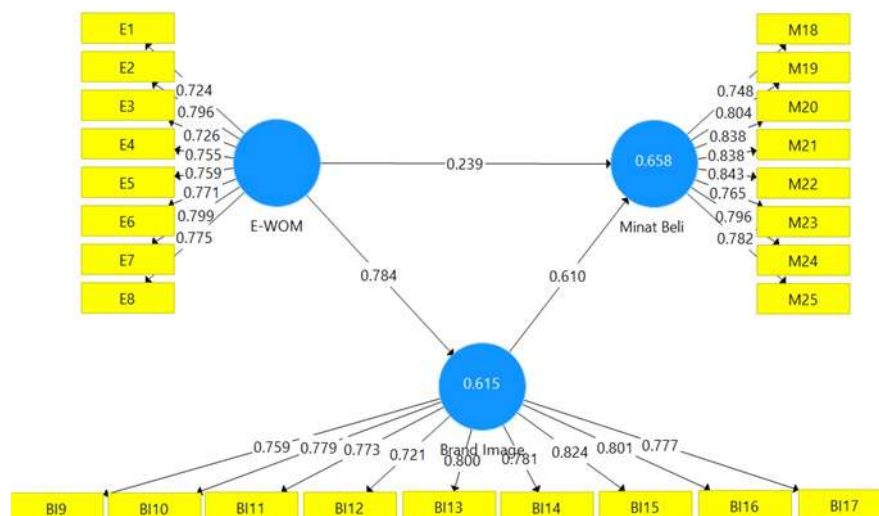
Table 5.Reability Test

Variabel	Reabilitas Komposit	Cronbach's Alpha	Kesimpulan
E-WOM	0,918	0,898	Reliabel
BRAND IMAGE	0,933	0,919	Reliabel
MINAT BELI	0,935	0,921	Reliabel

(Source: Processed by Researcher Data with Smart PLS 3.2.9, 2022)

Table 5. shows that the composite reliability value and Cronbach alpha of each variable are greater than 0.70 and 0.60. Therefore, it is concluded that every variable in the questionnaire statement is reliable, because the reliability test is a test which, if performed at different times and in different groups, will always have the same results repeatedly. Therefore, the data is reliable or reliable.

4.4 Test Results Inner Measurement Model



(Source: Processed Researcher Data with Smart PLS 3.2.9, 2022)

Figure 4. Inner Model Structural Equation Modelling

The test results in Figure 3 are the bootstrapping process of the inner model based on the path value obtained from the t statistic value of a variable, whether it has a significant or insignificant effect. In determining a variable that has a significant or insignificant effect, that is by looking at the value of the t statistic that occurs between the independent variable and the dependent variable and the mediating variable. The following is the acquisition of the Smart PLS 3.2.9 software results in the path coefficient table ,namely:

Table 6. R Square Value

<u>Variabel Laten</u>	R Square
BRAND IMAGE (Z)	0,615
MINAT BELI (Y)	0,658

(Source: Processed Researcher Data with Smart PLS 3.2.9, 2022)

Based on Table 6 it is known that the Brand Image variable (Z) the R-Square value is 0.615 and the Purchase Interest variable has an R-Square value of 0.658. So it can be said that the R-Square value of the Brand Image variable has an effect of 0.615 on E-WOM and the rest that is not mentioned in the study is caused by other factors. So in this study the Brand Image factor was only able to explain as much as 60.1% of its effect on E-WOM, the rest was explained by other factors. In the Purchase Interest variable (Y), the R-Square value is 0.658. It can be stated that the E-WOM and Brand Image variables have an effect of 0.658. Then the E-WOM and Brand Image indicators from the results of the study explain as much as 65.8% as factors that influence Purchase Interest and the rest by factors from variables that are not explained.

Table 7. Path Coefficient

<u>Hubungan Variabel</u>	<u>Sampel Asli (O)</u>	<u>Sampel Rata-rata (M)</u>	<u>Standar Deviasi (STDEV)</u>	<u>T Statistik (O/STDEV)</u>	<u>P Values</u>
E-WOM -> BRAND IMAGE	0,784	0,782	0,037	2,119	0.000
E-WOM -> MINAT BELI	0,293	0,241	0,86	2,783	0,006
BRAND IMAGE -> MINAT BELI	0,61	0,61	0,08	7,614	0.000
E-WOM -> BRAND IMAGE -> MINAT BELI	0,478	0,476	0,064	7,486	0.000

(Source: Processed by Researcher Data with Smart PLS 3.2.9, 2022)

Hypothesis testing compares the t-statistic (t_0) in the relationship between each variable and the t-table value (t_a) needed in testing the hypothesis. The t-statistic value is used to see the relationship between the independent and dependent variables being tested. The following are the provisions of the accepted hypothesis, namely:

- 1) If the value of $t_0 > t_a$, it can be stated that H_0 rejected and H_a accepted.
- 2) If the value of $t_0 < t_a$, it can be stated that H_0 accepted and H_a rejected.

The significance in the study is 5%, so t table ($df(nk)$) then the value of t table = 5% because (two-way test), and $df (400-2) = df(397) = (1, 96596)$. The calculation results prove that the t-table in the study is (1.96596).

a. H_1 : Electronic Word of Motuh against Buying Interest

Based on Table 4.6 the value of t_0 is $2.783 >$ the value is 1.96596 . Then the influence relationship that Electronic word of mouth on buying interest is significant, H_0 rejected and H_1 accepted. There is an original estimate that has a relationship between E-WOM and Buying Interest, which is 0.293 which explains the direction of the relationship between Electronic Word of Mouth and Buying Interest in a positive and significant way. It is proven that if there is product information, product content and positive consumer reviews that are good, interesting and appropriate in shopee, it will affect consumer buying interest.

b. H_2 : Electronic Word of Mouth on Brand Image

Based on Table 4.6 that the value of t_0 $2.119 >$ the value is 1.96596 . So the influence relationship that Electronic word of Mouth on Brand Image is significant, thus H_0 rejected and H_2 accepted. The original estimate that has a relationship between E-WOM and Brand Image is 0.784 , which means the direction of the relationship between Electronic Word of Mouth and Brand Image is positive and significant. It is proven that the strength of brand associations, the uniqueness of brand associations, and the advantages of brand associations that are owned have been reflected and applied to e-wom. So, if so, scarlett whitening can create a positive e-wom that will form a positive brand image or brand image in the minds of consumers and trust in consumers.

c. H_3 : Brand Image on Purchase Interest

Based on Table 4.13 and Figure 4.15 that the value of t_0 is $7.614 >$ the value is 1.96596 . So the relationship between the influence of Electronic Word of Mouth on Brand Image is significant, thus H_0 rejected and H_3 accepted. There original estimate that has a relationship between Brand Image and Buying Interest, which is 0.61 which explains that the direction of the relationship between Brand Image and Buying Interest is positive and significant. This shows that if there are consumers with transactional interests, referential interests, preferential interests and explorative interests, they are the impact of some of the factors that have a positive brand image that can influence someone to use scarlette whitening products. already reflected and implemented. So, if so, Scarlett Whitening has been able to build a good corporate image.

d. H_4 : Electronic Word of Mouth on Buying Interest through Brand Image

Table 4.13 and Figure 4.15 prove that the value of t_0 is $7.486 >$ the value is 1.96596 . It is known that the relationship between Electronic Word of Mouth on Buying Interest with Brand Image mediation has a significant effect, thus H_0 rejected and H_4 accepted and the original estimate which has a relationship between E-WOM, Brand Image and Buying Interest is 0.478 which explains that the direction of the two relationships positive and significant. It is proven that brand image as a mediation intermediary between information about scarlett on the internet (shopee) in its delivery affects interest in making a purchase is a good intermediary, because it has a greater effect than the direct influence between e-wom on buying interest. So, companies need to pay attention to brand image as an intervention variable in increasing buying interest.

V. Conclusion

This study obtained the results of the analysis of the respondent's data that had been processed to 400 Scarlett Whitening consumers at Shopee. Then a conclusion can be drawn from the four problem formulations and their hypotheses, namely:

1) The influence of electronic word of mouth Shopee application

the. of 0.293 . This proves that the electronic word of mouth has a positive and significant effect on Purchase Interest. It can be concluded that as electronic word of

mouth increases, there will be an increase in interest in buying scarlett whitening in the shopee application that follows.

- 2) Effect of Electronic Word of Mouth on Brand Image on Scarlett Whitening consumers in the Shopee application.

Based on the results of hypothesis testing, there is a T-Statistic value of $2.119 > 1.96$ and path coefficient of 0.784. It is proven that the electronic word of mouth has a positive and significant effect on Brand Image. The conclusion is that as electronic word of mouth increases, there will be an increase in Brand Image Scarlett whitening in the shopee application that follows.

- 3) The Effect Brand Image on Buying Interest on Scarlett Whitening consumers in the Shopee application.

Based on the results of hypothesis testing, there is a T-Statistic value of $7.614 > 1.96$ and path coefficient of 0.615. It is proven that the Brand Image has a positive and significant effect on Purchase Interest. increases Brand Image there will be an increase in Interest in Buying Scarlett Whitening in the Shopee application that follows.

- 4) Effect of Electronic Word of Mouth on Buying Interest through Brand Image on Scarlett Whitening consumers in the Shopee application.

The results of hypothesis testing, there is a T-Statistic value of $7.486 > 1.96$ and path coefficient of 0.478. It is proven that the electronic word of mouth variable has an effect positively and significantly towards Buying Interest through Brand Image. In addition, it is proven that the indirect effect shows a greater influence if a comparison is made with the direct effect. So, the existence of Brand Image mediation can have an effect, resulting in an increase in Purchase Interest.

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