Brand Image as Economic Capital: Mediating the Influence of E-WOM and Product Quality on Purchase Intention for Adidas Shoes

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Abstract:

This study aims to examine the mediating role of brand image in the relationship between Electronic Word of Mouth (E-WOM), product quality, and purchase intention for Adidas shoes. Utilizing a causal quantitative research design, the study employs Structural Equation Modeling with Partial Least Squares (SEM-PLS) to test the proposed hypotheses and explain the relationships between variables. The sample was selected through purposive sampling, focusing on undergraduate students at Ganesha University of Education who are familiar with the Adidas brand. The results of the study reveal that E-WOM and product quality both have positive and significant effects on consumers' purchase intention, while brand image also independently influences purchase intention in a positive and significant manner. Moreover, the findings indicate that E-WOM and product quality each positively and significantly affect brand image. Importantly, brand image is shown to mediate the effects of both E-WOM and product quality on purchase intention, suggesting that a strong brand image serves as a form of economic capital that enhances consumer confidence and drives purchasing decisions. These results underscore the strategic importance of managing digital consumer feedback and maintaining high product standards to strengthen brand positioning and stimulate market demand. Future research could expand on these findings by incorporating variables such as brand loyalty, consumer trust, or the role of social media influencers to better understand purchasing behavior in the digital economy.

Keywords: E-WOM; Product Quality; Purchase Intention; Brand Image

1. Introduction

Kotler dan Keller (2012) define purchase intention as consumer behavior related to the selection of products purchased based on their experience, use, and desire for these products. To convince themselves that the product to be purchased can meet their needs and expectations, consumers tend to dig up product-related information from brands that have caught their attention (Prayoga & Yasa, 2023). Consumer behavior like this shows increasingly complex desires and consumers who are increasingly intelligent in choosing products (Hartanti & Budiarti, 2023). In shoe fashion competition, there are many well-known brands such as Adidas, Nike, Reebok, Puma,

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and others. Based on data from databoks, Adidas is ranked first as the most preferred shoe brand for Indonesians in 2023 with a percentage of 62.4%. Based on data from the Top Brand Index from 2022 to 2024, Adidas still occupies the Top 5 best and most popular shoe brands in Indonesia. However, it is not followed by a significant increase in sales, only increasing by 10%-20% so that it is categorized as not optimal sales of Adidas shoes. In the last three years, Adidas shoes have increased sales, namely in 2022 by 34.80%, in 2023 by 34.90%, and in 2024 by 35.10%. This increase is still much smaller than the sales of Adidas shoes in 2021 which reached 37.60%.

Sales of Adidas shoes are affected by various factors, one of which is the limitation in opening official stores in areas that have potential market opportunities. The existence of an official store provides significant added value for consumers who want to buy goods at premium prices because they have the opportunity to try products, review quality firsthand, and gain greater confidence before deciding to buy. There are only three Adidas official stores in Bali, and all three are located in South Bali and there are none in other districts/cities. Including one in Singaraja City which has Ganesha University of Education as the largest higher education institution in North Bali, which obviously has many students. Given that students are often an active and dynamic market segment for fashion products, including shoes, the presence of this university creates a promising market opportunity.

A survey conducted by Howarth (2024) showed that 64% of Gen Z members are willing to pay more to buy brands they like. Generation Z will continue to use Adidas shoes from the various brands available because it underlines the importance of the brand in increasing self-confidence as it becomes a representation of identity and self-expression (Ramadhan & Wahyuningtiyas, 2023). Although the presence of the Adidas official store in Singaraja slightly increased sales, it did not necessarily reduce the desire of Undiksha students to buy Adidas shoes. This is due to the fact that Gen Z prefers to search for detailed information about products via the internet. It cannot be denied that technological advances make it easier for consumers to reach out to brand-related information more widely through the digitization of Electronic Word of Mouth (E-WOM). Management companies must adapt to digital technologies that allow their products to be competitive in the market (K. E. S. Putra et al., 2022; Telagawathi et al., 2021). Electronic Word of Mouth (E-WOM) is the process of sharing reviews, experiences, and recommendations of a product between consumers online through social media platforms and brand websites (Ong & Firdausy, 2023; I. K. P. M. Putra & Rastini, 2022). E-WOM has a strong influence because customers tend to trust reviews from other customers' personal experiences more to double-check product claims (A. Putri & Asnawi, 2024).

Every product has identical product attributes which are vital aspects and need to be targeted to attract consumers to buy the product (Endrawan et al., 2020). Consumers always expect quality products to be proportional to the price paid, although it is still common to find people who have the perception that expensive products are quality products (Dewi et al., 2024). Product quality is one of the best positioning strategy tools in marketing (Mukti et al., 2023). Consumers will be very critical in determining the products to be consumed and consumers always want to get good quality products

(Farid, 2020; Laili, 2023; Maulana, 2022; Salma, 2022). E- WOM and product quality are indeed one of the considerations in making a purchase, but brand image also plays a role in influencing this interest.. Thus, products that have a strong and positive brand image will influence consumer preferences that foster purchase intention.

2. Theoretical Background

Purchase Intention: Purchase intention will be formed if consumers already have confidence that the product to be purchased is able to meet their needs and expectations (Prayoga & Yasa, 2023). Calvin & Samuel (2014) suggest four indicators that can be used to measure purchase intention, namely as follows: (1) exploratory intention; (2) interest in the product; (3) interest in owning the product; and (4) intention to buy.

Electronic Word of Mouth (E-WOM): Electronic Word of Mouth (E-WOM) is the process of sharing reviews, experiences, and recommendations of a product between consumers online through social media platforms and brand websites (Ong & Firdausy, 2023; I. K. P. M. Putra & Rastini, 2022). Setiawan & Wibawa (2018) revealed that E-WOM can be described by four indicators, including: (1) online reviews; (2) sharing information; (3) gathering information; and (4) increasing self-confidence.

Product Quality: Product quality has a direct impact on the performance of a product. Such as product functions in terms of durability, reliability, and accuracy to what extent a product can be relied on to achieve success and maintain the reputation of brands and companies (Aprilia & Andarini, 2023). Walker & Mullins (2013) stated that there are six dimensions of product quality, as follows: (1) functional performance; (2) durability; (3) conformance to specifications; (4) reliability; (5) aesthetics; and (6) perceived quality.

Brand Image: Brand image is an overall representation of what consumers feel and think when they hear or see a brand based on the experience or information received by consumers (Ong & Firdausy, 2023). According to Permana (2013) there are three factors that are indicators of brand image formation, namely: (1) strong brand; (2) corporate image; (3) product image; and (4) good product design.

3. Methodology

This research uses causal quantitative which will test the causal relationship (cause and effect) between three variables, namely the independent variable, the dependent variable, and the mediating/intervening variable. The independent variables in this study are E-WOM (X1) and product quality (X2) while the dependent variable in this study is purchase intention (Y) and the mediating/intervening variable in this study is brand image (M). The population in this study were students of Ganesha University of Education who knew Adidas shoe products. The sample collection technique used in this study is purposive sampling technique. Purposive sampling is a sample

collection technique based on certain considerations or criteria (Sugiyono, 2017). The sample collection technique used in this study is purposive sampling technique with criteria, namely (1) individuals are active students of the Ganesha University of Education undergraduate program and (2) these students know and recognize Adidas brand shoe products. The data used in this study are primary data collected through a questionnaire. The score system will direct the answers to the questionnaire using a Likert scale of 1-5 points. Data analysis includes grouping data and types of respondents, tabulating data, presenting data for each variable, and performing calculations to test research hypotheses. This research uses Structural Equation Model (SEM) analysis based on Partial Least Square (PLS) using Smart PLS software version 4 for windows.

4. Empirical Findings/Result

Outer Model
Convergent Validity
Convergent validity testing shows the level of correlation of indicators of a construct declared convergent valid if it has a loading factor value > 0.70. If an indicator has a value > 0.70, the indicator can be categorized as strongly correlated with the measured construct. SmartPLS output for convergent validity test results can be seen in Table 1 below.

Table 1. Convergent Validity Test Results

Variables	Indicator	Outer Loading	AVE	Description
Brand Image	BRI1	0.876	0.678	Valid
	BRI2	0.798		Valid
	BRI3	0.818		Valid
	BRI4	0.800		Valid
E-WOM	EWOM1	0.847	0.670	Valid
	EWOM2	0.807		Valid
	EWOM3	0.826		Valid
	EWOM4	0.794		Valid
Product Quality	PRQ1	0.832	0.649	Valid
	PRQ2	0.778		Valid
	PRQ3	0.833		Valid
	PRQ4	0.781		Valid
	PRQ5	0.793		Valid
	PRQ6	0.815		Valid
Purchase Intention	PI1	0.849	0.660	Valid
	PI2	0.788		Valid
	PI3	0.853		Valid
	PI4	0.754		Valid

Source: Primary data processed, 2025

Based on the results of the data table above, it can be concluded that all E-WOM constructs, product quality, purchase intention, and brand image all have a loading factor value > 0.70 so that they meet the requirements of convergent validity.

Discriminant Validity

Table 2. Discriminant Validity Test Results

	Brand Image	E-WOM	Product Quality	Purchase Intention
Brand Image	0.824			
E-WOM	0.715	0.818		
Product Quality	0.705	0.724	0.806	
Purchase Intention	0.790	0.768	0.781	0.812

Source: Primary data processed, 2025

Based on the data in Table 2, the highest value for each variable is shown, namely brand image 0.824, E- WOM 0.818, product quality 0.806, and purchase intention 0.812. Since each indicator has the highest AVE value on the latent construct tested compared to other latent constructs below it, it can be concluded that all variables are declared discriminant valid.

Composit Reliability

The reliability test is carried out to determine whether the research instrument, namely the statements in the questionnaire, can be relied upon or can be trusted to provide consistent or stable measurement results. Composite reliability was used to test this research instrument. Construction is considered reliable if the composite reliability value is greater than 0.70. SmartPLS output for the reliability test results can be seen in Table 3 below.

Table 3. Composite Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0.842	0.894	Reliable
E-WOM	0.835	0.890	Reliable
Product Quality	0.892	0.917	Reliable
Purchase Intention	0.827	0.885	Reliable

Source: Primary data processed, 2025

The data in the table above shows the composite reliability results for each variable, namely brand image with a value of 0.894, E-WOM with a value of 0.890, product quality with a value of 0.917, and purchase intention with a value of 0.885. Therefore, it can be concluded that each structure has a high level of reliability test, as shown by the composite reliability results of the entire structure which is greater than 0.70.

Inner Model
R-Square

Table 4. R-Square Test Results

	R-square	Adjusted R-square
Brand Image	0.584	0.575
Purchase Intention	0.752	0.743

Source: Primary data processed, 2025

Based on Table 4, the purchase intention variable can be explained by the E-WOM and product quality variables by 75.2% while 24.8% is explained by other factors. The brand image variable can be explained by the E-WOM and product quality variables

by 58.4% while 41.6% is explained by other factors. The criteria for the R-square value are described by substantial, moderate, and weak values in the value range of 0.75, 0.50, or 0.25 (Hair et al., 2017). Thus, the R-square value categorizes the model at substantial and moderate strength.

Predictive Relevance (Q-square)

Table 5. Q-Square Test Results

	Q^2Predict	RMSE	MAE
Brand Image	0.715	0.725	0.584
Purchase Intention	0.764	0.686	0.530

Source: Primary data processed, 2025

The table above shows that the purchase intention variable has a predictive relevance of 0.764 and a brand image of 0.715, which means that the predictive relevance value of the two models is considered strong based on the assumption that the Q-Square value > 0 is a low category, Q-Square> 0.25 is in the medium category, and the Q-Square value > 50 is a strong category.

F-Square

In this study, the F-square test is used to calculate the effect size of the independent variables compared to the dependent variable in the structural model. This measure shows how much the independent variable contributes to the dependent variable. The F-square value criteria of 0.35, 0.15, or 0.02 are the basis for the strong, medium, and weak value categories (Savitri, 2021).

Table 6. F-Square Test Results

	Brand Image	Purchase Intention
Brand Image		0.225
E-WOM	0.212	0.112
Product Quality	0.176	0.177
Purchase Intention		

Source: Primary data processed, 2025

Table 6 above shows that (1) E-WOM has a weak effect on purchase intention of 0.112 or 11.2%, (2) Product quality has a moderate effect on purchase intention of 0.177 or 17.7%, (3) Brand image has a moderate effect on purchase intention of 0.225 or 22.5%, (4) E-WOM has a moderate effect on brand image of 0.212 or 21.2%, and (5) Product quality has a moderate effect on brand image of 0.176 or 17.6%.

Goodnes of Fit (GOF)

Table 7. Goodness of Fit (GOF) Value Results

	Saturated model	Estimated model
SRMR	0.069	0.069
d_ULS	0.804	0.804
d_G	0.436	0.436
Chi-square	221.678	221.678
NFI	0.800	0.800

Source: Primary data processed, 2025

The Goodness of Fit test results of the PLS model shown in Table 7 above show that the SRMR value of the model in the saturated model is 0.069 and the SRMR value of the projected model is 0.069. Therefore, the SRMR value of the model in the saturated model and projected is 0.069. The SRMR value of the model is both below 0.10 so that this model is declared fully suitable and suitable for use to test the research hypothesis**.**

Direct Effect Hypotesis Testing
In hypothesis testing, the significance of the estimated parameters can show the relationship between the research variables. To test the research hypothesis that has been stated earlier, this study uses the Partial Least Square (PLS) analysis approach. The results of the empirical model analysis are shown in Figure 2 below.
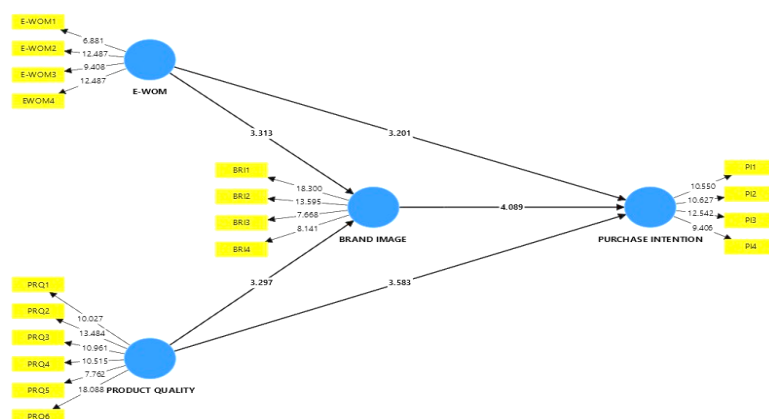
Figure 1. Inner Model
Source: Primary data processed, 2025

Hypothesis testing is carried out using the PLS-SEM method which measures the causal relationship between variables by paying attention to the t-statistic and p-value obtained through the bootstraping technique. The output of the hypothesis test results is as follows.

Table 8. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Influence
Brand Image -> Purchase Intention	0.367	0.357	0.090	4.089	0.000	Significant
E-WOM -> Brand Image	0.430	0.401	0.130	3.313	0.001	Significant
E-WOM -> Purchase Intention	0.267	0.263	0.083	3.201	0.001	Significant
Product Quality -> Brand Image	0.393	0.383	0.119	3.297	0.001	Significant
Product Quality -> Purchase Intention	0.330	0.331	0.092	3.583	0.000	Significant

Source: Primary data processed, 2025

1. E-WOM is stated to have a positive and significant effect on purchase intention with a p-value of 0.001 < 0.05 and a t-statistic value of 3.201 > 1.96. Thus, the research findings show that H1 is accepted.
2. Product quality is stated to have a positive and significant effect on purchase intention with a p-value of 0.000
   <0.05 and a t-statistic value of 3.583> 1.96. In conclusion, the research findings show that H2 is accepted.
3. Brand image is stated to have a positive and significant effect on purchase intention with a p-value of 0.000
   <0.05 and a t-statistic value of 4.089> 1.96. Thus, the research findings show that H3 is accepted.
4. E-WOM is stated to have a positive and significant effect on brand image with a p-value of 0.001 < 0.05 and a t-statistic value of 3.313 > 1.96. In conclusion, the research findings show that H4 is accepted.
5. Product quality is stated to have a positive and significant effect on brand image with a p-value of 0.001 < 0.05 and a t-statistic value of 3.297 > 1.96. Thus, the research findings indicate that H5 is accepted.

Indirect Effect Hypothesis Testing

Testing the mediating variable is carried out to determine the degree of intervention of the mediating variable. Mediation is a concept that analyzes the ability of a variable to explain the relationship between variables. Testing through this mediation tests the variable's ability to mediate the effect of the independent variable on the dependent which will be described in the indirect effect output. If the p-value is less than 0.05, the independent variable affects the dependent variable through the mediating variable, which indicates the existence of a mediating effect. Conversely, if the p-value is more than 0.05, the independent variable has no effect on the dependent variable through the mediating variable.

Table 9 Hypothesis Test Results of Total and Indirect Effects

	Original sample (O)	Sample mean (M)	T statistics (|O/STDEV|)	P values	Conclusion
E-WOM -> Brand Image -> Purchase Intention	0.158	0.142	2.712	0.007	Mediate
Product Quality -> Brand Image -> Purchase Intention	0.144	0.138	2.455	0.014	Mediate

Source: Primary data processed, 2025

1. E-WOM shows a significant influence on purchase intention through brand image with a p-value of 0.007
   <0.05. Thus the results of this study indicate that H6 is accepted.
2. P roduct quality shows a significant influence on purchase intention through brand image with a p-value of 0.014 < 0.05. Thus, the results of this study indicate that H7 is accepted.

VAF (Variance Accounted For) Mediation Test
The concept of Variance Accounted For (VAF) is used to measure how much variance of the dependent variable can be explained or attributed by the independent variables or a combination of independent variables in the regression model. VAF can be calculated with the equation (b x c)/(a + b x c). VAF values range from 0% to 100%. The higher the result of the VAF value, the higher the level of variance of the dependent variable to be described by the independent variables in the regression model. The VAF mediation category according to Hair et al. (2014) are as follows.
a. VAF > 80%, meaning there is a perfect mediation effect
b. 20% ≤ VAF ≤ 80%, meaning there is a partial mediation effect
c. VAF < 20%, meaning there is no mediation effect

Mediation Results of the Effect of E-WOM on Purchase Intention through Brand Image
VAF result of the effect of E-WOM on purchase intention through brand image is 37.14%, which means that the value of 20% ≤ VAF ≤ 80%, thus it can be concluded that there is a partial mediation effect between these variables.

Mediation Results of the Effect of Product Quality on Purchase Intention through Brand Image
VAF result of the effect of product quality on purchase intention through brand image is 30.41%, which means that the value of 20% ≤ VAF ≤ 80%, thus it can be concluded that there is a partial mediation effect between these variables.

5. Discussion

The Effect of E-WOM on Purchase Intention of Adidas Shoes
The results of data processing show that Electronic Word of Mouth (E-WOM) has a positive and significant effect on consumer purchase intention for Adidas shoe products. This means that the more positive reviews, comments, or recommendations given by consumers about Adidas shoes on online platforms, the greater the purchase intention because they are interested and want to prove these claims firsthand. This suggests that E- WOM, which includes sharing testimonials, product reviews on social media, and online forum discussions between customers, plays an important role in shaping the perception and purchase intention of these products. Consumers, especially young consumers who dominate the Adidas shoe market today, are very active in the digital world. They tend to search for product reviews, popular product ratings on social media or online shopping sites, and trust other users' personal experiences more than business advertisements because they are considered more objective. Thus, Electronic Word of Mouth (E-WOM) is a strategic approach in influencing consumer buying interest. The results of this study are in line with previous research conducted by Ismunarbowo & Firdausy (2024) and Rohman & Respati (2023) which state that the relationship between E-WOM and purchase intention is that the better the E-WOM received by consumers, the higher the purchase intention.

The Effect of Product Quality on Purchase Intention of Adidas Shoes

The results of data processing show that product quality has a positive and significant effect on consumer purchase intention for Adidas shoe products. This means that the higher the perceived quality of consumers, the higher the consumer purchase intention of the product. Functional performance, durability, conformity to specifications, reliability, aesthetics, and perceived quality are indicators of product quality that are empirically proven to be a consideration and encourage buyer interest. With the younger generation dominating the Adidas shoe market, they are certainly more critical in assessing product quality before choosing from many equally promising brands. When buying shoes, consumers usually not only pay attention to attractive designs, but also the durability of the shoes for various activities, comfort during use, and brand reputation. In the increasingly fierce shoe industry, product quality is the main factor that attracts consumers. Adidas shoes are known as high- quality products with innovative designs that keep up with the times, as well as good durability while balancing aspects of performance, reliability and aesthetics. It is not uncommon for customers to compare the quality of Adidas shoes with other brands before buying, and consumer buying interest will be dominated by perceptions of product quality superiority. If Adidas shoes can meet customer needs and even exceed their expectations in terms of performance and design, this will increase the desire to buy. This finding is in line with research conducted by Aningrum & Achmad (2024) and Hartanti & Budiarti (2023) that the relationship between product quality and purchase intention is that the better the product quality, the higher the purchase intention.

The Effect of Brand Image on Purchase Intention of Adidas Shoes

The results of data processing show that brand image has a positive and significant effect on consumer purchase intention for Adidas shoe products. This means that the better the consumer's perception of the Adidas brand, the higher the consumer's intention to buy the product. The results show that brand image is very important in determining customer purchase intentions. This phenomenon shows that Adidas is one of the brands that is very good at building brand identity in the minds of its customers. Brand image indirectly provides added value to brands that target the psychological aspects of customers. Today, consumers see brands as symbols of status, quality of life, and self-expression. This situation makes them buy a certain model of Adidas shoes because they want to be associated with the exclusive value of the brand, not just its advantages. In other words, brand image touches consumers' psychology by giving them a sense of confidence and pride. This finding is in line with research conducted by Putri & Asnawi (2024) and Wedayanti & Ardani (2020) which states that the relationship between brand image and purchase intention is that the better the brand image, the higher the purchase intention.

The Effect of E-WOM on Brand Image of Adidas Shoes

The results of data processing show that E-WOM has a positive and significant effect on the brand image of Adidas shoes. This means that the stronger the E-WOM received by consumers, the more positive the brand image formed in the minds of consumers. Consumers who have read positive reviews or comments from others tend to have a good brand perception in their minds. Positive customer testimonials, reviews and recommendations in various media about usage ratings can enhance the

brand reputation of Adidas shoes as a high-quality product. The findings show that E-WOM is very influential in shaping consumer perceptions, which gradually have an impact on brand image. This shows the important role of E-WOM in shaping and strengthening brand image. It shows Adidas' strong brand reputation based on customer reviews and reviews. Good E-WOM will enhance the association network, build reputation, and create a perception of brand reliability in the minds of consumers. Products with good E-WOM will increase consumer confidence in the quality and credibility of the brand. This finding is in line with research conducted by Rohman & Respati (2023) and Shafitry & Octaviani (2024) which state that the relationship between E-WOM and brand image is that the better the E-WOM received by consumers, the better the brand image.

The Effect of Product Quality on Brand Image of Adidas Shoes
The results of data processing show that product quality has a positive and significant effect on the brand image of Adidas shoes. This means that the better the product quality received, the stronger the brand image formed in the minds of consumers. Quality products can affect customer perceptions of performance, durability, fit, reliability and aesthetics. High quality Adidas shoes will provide comfort, durability, and ease of mix and match in various activities. When Adidas shoes function well, consumers will perceive Adidas as a premium brand that is reliable and of high quality. It is not uncommon for brand perceptions derived from directly perceived product quality to have more power than commercial advertising. Product quality not only provides functional value and symbolic value that can influence perceptions of a brand's credibility and reputation. Therefore, brand image is not only built visually but must also be followed by consistency in product quality. The quality of the products offered is an investment for the company to excel from its competitors because the brand image that has been formed will provide competitive strength in the market. This finding is in line with research conducted by Sanjiwani & Suasana (2019) and Suartama & Setiawan (2019) which states that the relationship between product quality and brand image is that the higher the product quality, the better the brand image.

The Role of Brand Image as Mediating Effect of E-WOM on Purchase Intention of Adidas Shoes
The results of data processing show that Electronic Word of Mouth (E-WOM) not only has a direct effect on purchase intention but also has an indirect effect through brand image. This means that brand image as a mediating variable has a strong role in increasing consumer interest in the product. If the E-WOM of Adidas shoes is dominated by positive reviews or reviews, it will strengthen the brand image as a quality and trusted product, thereby increasing purchase intention. Conversely, if the E-WOM of Adidas shoes is negative, it will worsen the brand image as a product that does not provide good quality assurance, thereby reducing purchase intention. To improve brand image, optimizing E-WOM is the right step. In turn, this will result in a continuous increase in purchase intention. This finding is in line with the results of research conducted by P. A. Putri & Aksari (2024) which states that the relationship between E-WOM and purchase intention mediated by brand image is that the better

the E-WOM received by consumers will be reciprocally related to the formation of a good brand image in the minds of consumers so that it can strengthen purchase intention.

The Role of Brand Image as Mediating Effect of Product Quality on Purchase Intention of Adidas Shoes

The results of data processing show that product quality not only has a direct effect on purchase intention but also has an indirect effect through brand image. This means that product quality not only has a direct impact on purchase intention but also takes a role in shaping the product brand image in the minds of consumers. Positive brand branding formed from perceptions of good product quality will ultimately encourage consumer interest in buying   the   product. Consumers, especially the younger generation, are very concerned about the quality of the products offered before deciding to buy. Adidas, which is famous for its innovative shoe designs, follows trends by paying attention to product reliability, will not only improve product quality technically but also enhance its reputation as an inventive brand. This finding is in line with research conducted by Ananda Aulia & Herawati (2023) and Aningrum & Achmad (2024) which states that between product quality and purchase intention mediated by brand image is that the higher the product quality will be reciprocally related to the formation of a good brand image in the minds of consumers so that it can strengthen purchase intention.

6. Conclusions

Based on the results and discussion of this study, it can be concluded that Electronic Word of Mouth (E-WOM), product quality, and brand image all have a positive and significant influence on consumers' purchase intention toward Adidas shoes. The more positive reviews, comments, or recommendations found on various digital platforms, the greater the consumers' desire to purchase, as they become curious and eager to validate those claims themselves. Likewise, high product quality significantly shapes consumers' perceptions of value and reliability, which in turn encourages them to make a purchase. A strong and exclusive brand image also plays a crucial role in building consumer trust and confidence in the product, ultimately increasing their intention to buy.

Beyond these direct effects, the study also found that brand image significantly mediates the relationship between both E-WOM and product quality on purchase intention. This means that positive consumer reviews not only directly influence buying interest but also indirectly do so by enhancing the brand's image. Similarly, when consumers perceive the product as high-quality and capable of exceeding expectations, this forms a positive brand image, which further strengthens their buying intention. For future research, it is recommended to explore additional variables such as consumer trust, brand loyalty, or the influence of digital influencers, which may further explain and strengthen the relationship between E-WOM, product quality, and purchase intention—particularly in the context of fashion products or other brands in the digital era.

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