Do We Need Social eWOM to Bring Up Brand Attitude and Purchase Intention?

Apakah Kita Membutuhkan Social eWOM untuk Menumbuhkan Brand Attitude dan Niat Membeli?

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ABSTRACT
This study aims to analyze the positive impact of electronic Word of Mouth (eWOM) on brand attitude and purchase intention of Luxcrime cosmetic products on the Shopee e-commerce platform in Surakarta. It is targeted towards students and university students in Surakarta who are interested in cosmetic products and are engaged in purchasing and eWOM activities through e-commerce platforms. This research employs a non-probability method (purposive sampling), and data collection is conducted using a survey method. The structural equation model is utilized to examine the study data and hypotheses. The study reveals that eWOM significantly influences brand attitude but not purchase intention, and that brand attitude strongly affects purchase intention. The study suggests that e-commerce platforms should establish brand communities and utilize social media marketing to enhance brand awareness and engagement. Additionally, it recommends future research to incorporate the impact of promotions on purchase intention.
Keywords: Electronic Word Of Mouth (eWOM), Brand Attitude, Purchase Intention

ABSTRAK
Penelitian ini bertujuan untuk menganalisis dampak positif dari Word of Mouth elektronik (eWOM) terhadap sikap merek dan niat pembelian produk kosmetik Luxcrime di platform e-commerce Shopee di Surakarta. Penelitian ini ditujukan kepada mahasiswa dan mahasiswi di Surakarta yang tertarik dengan produk kosmetik dan terlibat dalam pembelian dan aktivitas eWOM melalui platform e-commerce. Metode non-probabilitas (purposive sampling) digunakan dalam penelitian ini, dan pengumpulan data dilakukan dengan metode survei. Model persamaan struktural digunakan untuk menguji data penelitian dan hipotesis. Penelitian ini menemukan bahwa eWOM memiliki pengaruh yang signifikan terhadap sikap merek, namun tidak terhadap niat pembelian, dan bahwa sikap merek memiliki efek positif yang besar terhadap niat pembelian. Penelitian ini menyarankan agar platform e-commerce menciptakan komunitas merek dan memanfaatkan pemasaran media sosial untuk meningkatkan kesadaran merek dan keterlibatan. Ini juga merekomendasikan penelitian masa depan untuk memasukkan dampak promosi terhadap niat pembelian.
Kata Kunci: Informasi elektronik dari mulut ke mulut, Sikap Merek, Niat Membeli

1. Introduction

E-WOM on the internet is defined as online content shared by customers about products or services, which is then used by other users to make purchasing decisions (Hennig-Thurau et al., 2004). Consumers get information by reading other consumers' reviews on social networking sites; this information helps them establish opinions about companies and brands, which may have either a positive or negative effect on the company's reputation (Utz, 2010). Consumers today use a variety of channels (both offline and online) to learn about and purchase products (Verma & Yadav, 2021). In the last decade, the internet has drastically altered the world of business by serving as a crucial platform where people become a "medium" for collaborating to share information (Li & Wang 2011).

Companies and brands may communicate and engage with customers in new ways through social media (Godey et al. 2016). The information of product and service information

shared through eWOM is thought to be cost-effective. As a result, information can be sent to a large number of people at a low cost. Business people can use a variety of online channels and platforms to conduct e-commerce activities, including conventional websites, social media, online classified advertisements, online forums, and ordering applications (Hidayat, 2021). Furthermore, eWOM has evolved into a new marketing strategy to increase consumer loyalty to market brands since it gives product information more effectively through social media with a greater reach and easier access (Chan and Ngai, 2011). eWOM communication influences not only consumer behavior and attitudes but also customer brand image (Murtiasih et al, 2013). Therefore, efficient eWOM communication must be considered since satisfied consumers can transmit positive word of mouth while dissatisfied customers can disseminate the negative word of mouth (Mangold, 2010). Before acquiring any goods or services, consumers always look for important information provided by previous customers on various social networking sites. Before making a buying choice, consumers look for product information. Social media platforms are rapidly being used by consumers to share and use eWOM information on products and services (Cheung & Thandani, 2012).

With the continuing popularity of social networking websites and the evolution of interactive technology, electronic word of mouth comprises posts from merchants or other sources about products or brands that are loaded, shared, or reposted by potential consumers, both present and past. Although online customer evaluations are an effective kind of eWOM in marketing, experts feel that social eWOM across numerous social media platforms is equally critical (Hu et al., 2014). By expressing thoughts and remarks on a product or service on social networking profile pages, consumers aim to urge their friends, acquaintances, or future customers to watch their comments and, so, influence their network decision-making. As a result, the unique social aspect of social networking sites offers an exciting and relevant framework for investigating eWOM attitudes. Because this line of investigation has not been examined further, the primary goal of this study was to add to the eWOM literature that is still accessible for social networking sites.

This study used Shopee as an online networking platform to investigate the impact of social eWOM on brand sentiment and purchase intent (Nielsen, 2014). E-commerce is rapidly expanding in Indonesia, owing to the effect of online shopping lifestyles, particularly among millennials. According to recent Google research, which is included in the 2018 SEA e-Conomy information, Indonesia ranks first in the Southeast Asian area for digital economic transactions, with a 49 percent participation rate (Rahayu, 2019). There are numerous e-commerce sites or digital platforms in Indonesia, including Lazada, Tokopedia, Blibli.com, JDID, Bukalapak, Shopee Indonesia, and others. Shopee is one of the top ten most visited websites in Indonesia, ranking second with 131 million monthly web visitors (Figure 1). Related to this, in business competition, strategy accuracy is a key component for business, which results in the effectiveness of future decision-making to produce competitive advantage (Permana, 2017).
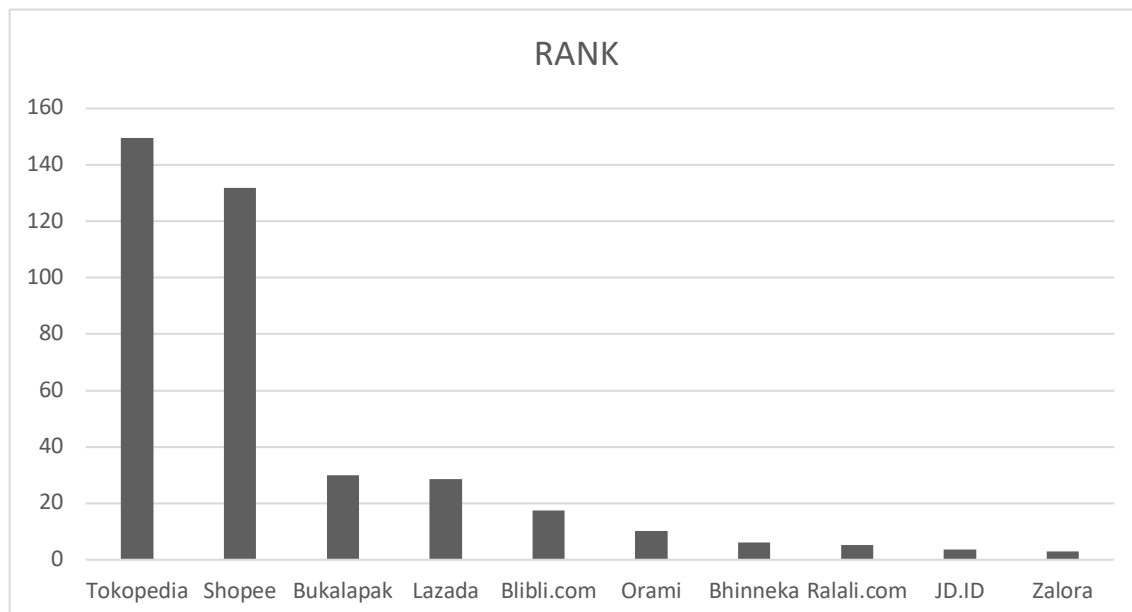
Fig. 1. Ranking Data for E-commerce Sites in Indonesia
Source: iprice.co.id

The increase in internet use and social digitization has a substantial impact on changing trends and consumer shopping behavior (Han et al., 2018). There are significant disparities between online and offline customers, as well as variances in buying behavior among online consumers (Arce-Urriza et al., 2017), which are influenced by the numerous incentives presented, which stimulate buying interest and influence purchasing decisions (Sivaram et al., 2019). The usage of the internet to collect information often generates interest in making online purchases (Hung et al., 2019). The behavior of online consumers in searching for product information demonstrates a proclivity to be interested in purchasing before making a purchase. When shopping for products online, consumers prefer to use the internet to seek information (Han et al., 2018).

Several prior research has investigated several aspects that influence the intention to purchase online. When perceived risk has fewer implications, purchase intention is created (Ariffin et al., 2018). According to (Hamid et al, 2016), perceived risk, application design, and trust all influence purchase intention. When perceived risk perception is lower than expected, trust is achieved (Farivar et al., 2017), and women influence trust (Jalilvand et al., 2017). Other research has shown that e-WOM can influence purchasing intent (Abubakar & Ilkan, 2016).

Based on the foregoing, this study proposes to investigate the effect of eWOM on brand attitude and purchase intention for Luxcrime cosmetic items via the Shopee platform in Surakarta. The problem statements in this study are as follows: (1) Does eWOM on Shopee e-commerce have any positive effect on product brand attitudes? Luxcrime? (2) Does eWOM on Shopee e-Commerce have a positive effect on Purchase Intention for Luxcrime Products? The objective of this study was to analyze the effect of eWOM on Shopee e-Commerce on Luxcrime Product Brand Attitudes and the effect of eWOM on Shopee e-Commerce on Luxcrime Product Purchase Intention

2. Literature Review
2.1 The Effect of eWOM on Brand Attitude

Attitude represents the culmination of evaluating a concept holistically. Within this framework, the concept encompasses brand capabilities in meeting consumer expectations (Peter & Olson, 2013: 130). As stated by (Schiffman & Wisenblit, 2015: 176), attitude

encompasses three primary components: cognitive, affective, and conative. (Lin & Xu, 2017) explored consumer trust in online reviews across diverse demographics, finding that the persuasive influence of positive and negative online reviews significantly shapes consumer attitudes. Engaging consumers in social media interactions can contribute to shaping brand attitudes (Kudeshia & Kumar, 2017).

The term "brand attitude" denotes "consumers' overall evaluation of the brand" (Olson & Mitchell, 2000). This encompasses the positive or negative perceptions of stimuli or brand-related beliefs (Murphy & Zajonc, 1993). Customer-based brand equity is profoundly impacted by brand attitudes (Lane & Jacobson, 1995; Morgan & Hunt, 1994). Extensive marketing research over the years has focused on brand attitude (Olson & Mitchell, 2000), largely viewing it as a predictor of consumer sentiments towards a product or service (Olson & Mitchell, 2000). A positive evaluation of a brand not only results in long-term preference for that brand (Wu & Wang, 2011), but also positively influences purchase intent (Aaker & Keller, 1990).

EWOM holds potential to influence product evaluations (Hong & Park, 2012). It serves as a common avenue for obtaining information about a brand that can shape consumer responses to products (Chevalier & Mayzlin, 2006). Positive eWOM from credible sources outweighs negative eWOM from less credible ones (Wu & Wang, 2011). (Doh & Hwang, 2009) demonstrated that positive discussions have a favorable impact on website behavior. (Schivinski & Dabrowski, 2014) highlighted that while industry-generated communications impact product brand attitudes, user-generated content significantly influences brand equity and purchase intention. Based on these discussions, this study proposes the following hypotheses:
H1: Electronic Word of Mouth has a positive effect on Brand Attitude.

2.2 The Effect of eWOM on Purchase Intention

Data dissemination through online media, also known as eWOM, occurs when consumers share data with other consumers via internet media (Schiffman& Kanuk, 2012). (Silverman, 2011) eWOM as an alternate evaluation, eWOM assists consumers in their purchase decisions. eWOM is crucial since product information is collected directly from trustworthy consumers such as friends, family, or specialists. According to the notion (Kotler& Keller, 2013), eWOM can significantly affect the purchasing decision process. eWOM is a long-term data exchange between potential, actual, or experienced consumers about a product, brand, service, or industry that is presented via the Internet (Ismagilova et al., 2017).

It is possible to conclude that eWOM is information gained through internet media that can assist consumers in their purchasing behavior. This information is the outcome of an internet word-of-mouth assessment that gives consumers with many possibilities for comparing the performance of a product or service suggested by persons and organizations that can impact purchasing intention. Consumer purchasing interest is established by the integration of sustainable factors between customers and products or services (Devianti & Irwansyah, 2020). The research developed (Matute et al., 2016) measures women using three indicators: 1) quantity of eWOM, 2) credibility of eWOM, and 3) quality of eWOM.

Previous research has established a correlation between eWOM and purchase intention. According to a study (Abubakar & Ilkan, 2016), eWOM can influence purchasing intentions. Similarly, according to findings (Erkan & Evans, 2016), eWOM has a beneficial effect on purchase intention. According to (Bataineh, 2015) eWOM is believed to be the most important factor influencing consumer purchase decisions, including eWOM quality, eWOM credibility, and eWOM quantity. Another study by (Lee et al., 2017) discovered that eWOM information does not affect purchasing intentions. Based on the description of prior research findings, it is possible to hypothesize:
H2: Electronic Word of Mouth has a positive effect on Purchase Intention.
H3: Brand Attitude has a positive effect on Purchase Intention.

3. Research Methods

3.1 Research design

Quantitative research is a method of testing a particular theory by examining the interrelationships between variables. This is a quantitative study that use survey methodologies (Noor, 2013:30). To evaluate the study model, a cross-sectional survey approach was utilized to assess the influence of positive social eWOM on brand opinions and purchase intentions, involving consumers of Luxcrime products in urban areas. The survey was conducted online so that questionnaires could be distributed periodically and made it easier for respondents to answer all questions.

3.2 Population and Sample

Based on the results of the literature review, data were obtained from the individuals using a self-administered questionnaire. Individuals that shop on Shopee are the intended respondents for this study. A non-probability (purposive sampling) approach was adopted due to the lack of a sample frame. In studies such as eWOM, opinion leaders, network marketing, and buzz, this sample is deemed relevant (Keller & Berry, 2004);(Jeong & Koo, 2015). The purpose of this study was to investigate the impact of eWOM on purchase intent and customer perceptions regarding it. This research was done freely, and the information submitted will be kept anonymous in order to ensure enough trust in the findings.

(Sekaran and Bougie, 2016) specify that samples should be taken in quantities 5-10 times greater than the number of indications. Because there are 11 indicators in this study, the sample size is 150 respondents. This study was carried out in the city of Surakarta, which has a higher proportion of internet users than other regions in Solo Raya. This study's subject is Shopee users, and the object is their attitude about Shopee. This study's population included Luxcrime consumers via the Shopee platform, and the sample included students and students in Surakarta. Purposive sampling was used to choose the sample from persons above the age of 16, who have shopped online at Shopee e-commerce and read Shopee user reviews.

3.3 Variable Operational Definitions

Data was gathered using a 5-point Likert scale questionnaire. The variables and indicators utilized are shown in Table 2. The research items were altered and adjusted from the appropriate literature as needed. Items derived from (Bambauer-Sachse & Mangold, 2011) are used to measure social eWOM; and (Jalivand and Samiei, 2012a, 2012b), whereas brand attitude components are drawn from (Schivinski & Dabrowski, 2014); (Bauet al., 2011). The purchase intention measure was adapted from (Schivinski & Dabrowski, 2014); (Yooetal, 2000); and (Shukla, 2011), and items relevant to the subject's background information, such as gender and age, were created by the researcher (as indicated in the table below).

Table 1 - Variable Operational

Social eWOM	(Social eWOM 1) I frequently check the responses of other consumers to ensure that I purchase the correct product/brand.
(Bambauer-Sachse & Mangold, 2011); Jalivand dan Samiei (2012a,2012b)	(Social eWOM 2) I frequently examine the responses of other consumers in order to identify which product/brand has impressed them.

	(Social eWOM 3) I frequently read the responses of other consumers to get knowledge about the product/brand. (Social eWOM 4) I frequently read the responses of other consumers to believe in my buying selection.
Brand Attitude Schivinski dan Dabrowski (2014); Bauet al. (2011)	(BA1) I am pleased with this brand concept. (BA2) This company makes an excellent first impression. (BA3) I agree with this brand more. (BA4) This brand makes sense.
Purchase Intention (Schivinski & Dabrowski, 2014); Yooetal.(2000); Shukla (2011)	(PI1) This product will be purchased by me. (PI2) I will purchase this product above others on the market. (PI3) I also plan to purchase this product in the future.

3.4 Data Collection

Primary data types were used in this research method. Primary data is information gathered directly through questionnaires containing responses to the researcher's statements. The researcher used this method to observe objects that are related to the research question. Observations are used to improve the data obtained from the questionnaire findings. Data collection methods are utilized to fill in the gaps in data or information required for the benefit of previously designed study variables (Suharso, 2009). Regression analysis was carried out to find out how much it influences the independent variables which consist of social e-WOM on the dependent variable which consists of brand attitude and purchase intention in Shopee e-commerce Luxcrime products. In this study, regression analysis was performed using SmartPLS3 software.

4. Results and Discussions

This study used a sample of students and students who used Luxcrime through the Shopee platform. Of the 151 samples, they had the following characteristics:

4.1 Description of Respondents

4.1.1 Description of Respondents by Age

As shown in the table, the following are the characteristic results from the age description:

Table 2 - Description of age characteristics

Age	Total	Percentage
16-18 years old	3	2%
19-23 years old	144	95.4%
>23 years old	4	2.6%
Total	151	100%

Source: Primary Data 2023

According to Table 2, the sample size is 151 people, separated into three age groups. Respondents aged 16-18 years were 3 people with a percentage of 2%, aged 19-23 years were 144 people with a percentage of 95.4% and aged > 23 years were 4 people with a percentage of 2.6%.

4.1.2. Description of Respondents by Gender

The characteristics of the gender description presented in the table are as follows:

Table 3 - Description of gender characteristics

Gender	Total	Percentage
Male	3	2%
Female	148	98%
Total	151	100%

Source: Primary Data 2023

According to Table 3, the sample size was 151 people. It is separated into two genders. There are 3 male responses with a 2% response rate and 148 female replies with a 98% response rate. Thus, it can be concluded that the majority of users of Luxcrime products are women.

4.1.3. Description of Respondents by Occupation
The following are the outcomes of the job description qualities presented in the table:

Table 4 - Description of job characteristics

Occupation	Total	Percentage
Student	1	0.7%
College Student	144	95.4%
Private Employee	6	4.2%
Total	151	100%

Source: Primary Data 2023

Based on the data above, it shows that 1 respondent is a student with a percentage of 0.7%, 144 respondents are a student with a percentage of 95.4%, and as many as 6 respondents work as private employees with a percentage of 4.2%.

4.2 Validity test
Validity testing is used to determine how well a developed instrument can assess a specific idea (Sekaran & dan Roger Bougie, 2013). Validity tests are then performed based on the results of the disseminated questionnaires, taking into account the value, loading, and AVE (Average Variance Extracted) of each variable, which must be > 0.5 to be considered valid (Latan & Ghozali, 2015).

Table 5 - Validity Test

Indicator	Loading Factor	AVE
BA1	0,862	0,744
BA2	0,896	
BA3	0,866	
BA4	0,825	
PI1	0,902	0,805
PI2	0,910	
PI3	0,878	
SeWOM1	0,808	0,698
SeWOM2	0,775	
SeWOM3	0,881	
SeWOM4	0,873	

Source: Data processed 2023

Table 5 shows that all variables are genuine since they have a value and loading AVE greater than 0.5.

4.3 Reliability Test

Table 6. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Brand Attitude	0,885	0,921
Purchase Intention	0,879	0,925
Social eWOM	0,858	0,902

Source: Data processed 2023

The reliability test determines how much the instrument being measured can be relied upon. The Composite Reliability test findings are shown in table 2. The required minimum composite dependability score is > 0.7 (Hair et al., 2013). Meanwhile, the construct is declared reliable if the Cronbach's alpha value is> 0.6 (Hair et al., 2013). As a result, this study model is reliable.
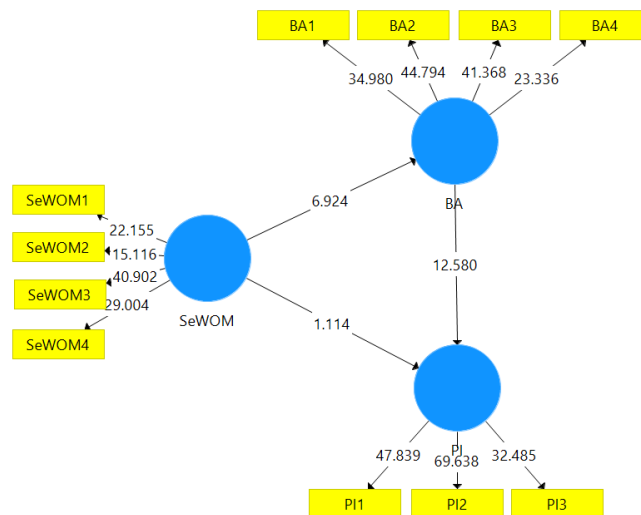

Fig. 2. PLS analysis results
Source: Data processed 2023

Table 7 - Hypothesis Testing

Hypothesis	T Statistics	P Values
SeWOM -> BA (H1)	6,924	0,000
SeWOM ->PI (H2)	1,114	0,266
BA -> PI (H3)	12,580	0,000

Source: Data processed 2023

The results of the hypothesis testing shown in Table 3 can be concluded if all hypotheses are accepted except for hypothesis H2. This is because in H2 the PValue test results are > 0.05 and the T-statistics value is <1.96, so the hypothesis is rejected.

H1: The analysis reveals that eWOM indeed has a significant and positive impact on brand perception. The T-Statistics value of 6.924 (where T-Statistics > 1.96) with a P-value of 0.000 confirms the acceptance of the first hypothesis. This finding aligns with previous studies (Doosti et al., 2016; Elseidi, 2016; Jalivand et al., 2012), which emphasize the importance of online opinions in influencing consumer purchasing decisions. Consumers often rely on past experiences and information gathered from various sources to assess products or services before

making a purchase decision. eWOM serves as a crucial recommendation tool, providing indirect cues that aid consumers, particularly in online purchases where sensory experiences are limited.

H2: Contrary to expectations, the analysis does not find a significant positive influence of eWOM on purchase intention. The T-Statistic value of 1.114 (where T Statistics < 1.96) and a P-value of 0.266 indicate that eWOM does not meaningfully affect purchase intention, leading to the rejection of the second hypothesis. This finding suggests that while eWOM may influence brand perception, its impact on actual purchase intentions is not as pronounced as initially hypothesized.

H3: On the other hand, the analysis confirms a strong and positive relationship between brand attitude and purchase intention. With a T-Statistic value of 12.580 (where T Statistics > 1.96) and a P-value of 0.000, the third hypothesis is supported. This finding underscores the significance of brand attitude in shaping consumer behavior. A positive brand attitude, which reflects consumers' preferences and beliefs, is predictive of their interest, intention to purchase, and brand selection. Consumers with a favorable attitude towards a brand are more likely to exhibit higher levels of engagement and willingness to pay a premium for the brand's products or services.

In summary, while eWOM plays a crucial role in shaping brand perception, its direct impact on purchase intention may be less significant. Conversely, brand attitude emerges as a key determinant of purchase intention, highlighting the importance of fostering positive brand perceptions to drive consumer behavior. These findings are consistent with prior research, further validating the significance of eWOM and brand attitude in the context of consumer decision-making processes.

5. Conclusion

In conclusion, the study examined the effects of electronic Word of Mouth (eWOM) on Brand Attitude and Purchase Intention for Luxcrime products on the Shopee e-commerce platform in Surakarta, delineating three hypotheses. The first hypothesis (H1) posited a significant positive impact of eWOM on brand attitude, while the second hypothesis (H2) explored eWOM's effect on purchase intention, and the third hypothesis (H3) investigated the relationship between brand attitude and purchase intention.

Historically, monitoring word-of-mouth (WOM) communications presented challenges for marketers. However, the advent of social media networks has revolutionized this landscape, enabling marketers to not only analyze and observe these communications but also exert greater control by providing platforms for relevant and positive brand messaging. As such, it is anticipated that Shopee e-commerce management can leverage these insights to establish a Luxcrime brand community and develop engaging content on social media to enhance reader participation.

Furthermore, effective social media marketing strategies, coupled with innovative approaches and the endorsement of influencers/public figures, are recommended for management to maximize brand impact. Respondents' perceptions underscore the importance of positioning the Luxcrime brand favorably, as a superior choice among competitors, to bolster brand attitude and stimulate consumer interest in purchasing.

However, the study's focus on individuals' beliefs rather than their actual purchase behavior highlights a limitation in understanding client purchase behavior. Additionally, the study's restricted geographic distribution within Surakarta City may not fully capture consumer opinions on Luxcrime products across the broader Shopee e-commerce platform in Indonesia.

Future research endeavors are encouraged to address these limitations by employing comprehensive measurement tools that encompass both purchase intention and repurchase behavior. Furthermore, incorporating variables related to promotions, as suggested by Khan,

Sarwar, et al. (2020), can provide valuable insights into their influence on purchase intention, thus enhancing the understanding of eWOM dynamics in the e-commerce context.

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