

# Brand Image Mediates the Influence of E-WOM and Product Quality on Wardah Cosmetic Purchase Decisions (Case Study on Gen Z Women in Ubud District)

I Dewa Ayu Bintang Cahyani, Ni Luh Wayan Sayang Telagawathi, Ni Made Ary Widiastini

Manajemen Science & Universitas Pendidikan Ganesha, Indonesia

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## ABSTRACT

This study aims to determine (1) The influence of E-WOM on the decision to purchase Wardah cosmetics (2) The influence of E-WOM on the brand image of Wardah cosmetics (3) The influence of product quality on the decision to purchase Wardah cosmetics (4) The influence of product quality on the brand image of Wardah cosmetics, (5) The influence of brand image on the decision to purchase Wardah cosmetics, (6) The influence of E-WOM on the decision to purchase through brand image as a mediating variable, (7) The influence of product quality on the decision to purchase through brand image as a mediating variable. The object of the study was female Gen Z in Ubud District. The testing method in this study was using SEM-PLS analysis with a sample size of 125 respondents. The results of the analysis in this study are that E-WOM has a positive and significant effect on purchasing decisions with a t-statistic value of 4.417 and P values are <0.001, E-WOM has a positive and significant effect on brand image with a t-statistic value of 3.435 and p values are 0.001, product quality has a positive and significant effect on purchasing decisions with a t-statistic value of 2.449 and p values are 0.014, product quality has a positive and significant effect on brand image with a t-statistic value of 6.487 and p values are <0.001, brand image has a negative and insignificant effect on purchasing decisions with a t-statistic value of 1.36 and p values are 0.174, E-WOM has a positive and significant effect on purchasing decisions through brand image as a mediating variable with a t-statistic value of 1.98 and p values are 0.0272, product quality has a positive and significant effect on purchasing decisions through brand Image as a mediating variable with a t-statistic value of 1.99 and p values are 0.0165.

**Keywords:** E-WOM, product quality, brand image, purchasing decisions

## INTRODUCTION

The growth of the cosmetic industry is increasing from year to year, cosmetic products are the most needed products for external and internal skin care. The increasingly advanced era has caused cosmetic products to also develop according to needs. The level of use of cosmetic products has also experienced rapid growth. The growth rate of beauty products has increased by 6.46% since 2021 because it was strongly driven by sales via the internet at that time Adisty (2022). The growth of the cosmetic industry shows an increase in public demand for the cosmetic industry.

Halal cosmetic products are a preferred choice by the Indonesian people. The view of halal cosmetics is health and lifestyle. Halal cosmetics are able to convince potential consumers because in halal products, product cleanliness, health, and safety have been regulated using the specified test standards (Darmalaksana & Busro, 2021). Wardah continues to strive to increase public awareness of halal cosmetics, in addition, Wardah also campaigns about "Halal from the Beginning" this effort aims to increase public awareness of halal brands. In addition, Wardah always innovates so that it becomes one of the halal cosmetics that is favored by the public (Wahyurini & Trianasari, 2020). However, even though it already has a good name in the eyes of the Indonesian people as one of the cosmetics with a halal label, Wardah products still have difficulty competing with other cosmetic products. This problem marks the difference in the market share of Wardah products which fluctuates between one product and another. The problem of differences in market share can also be associated with competition. Currently, many similar halal cosmetic products have emerged, of course this

creates competition. Some products similar to Wardah are Garnier, Ovale, Mustika Ratu, Oriflame, Sariayu, Viva, Shiseido, Himalaya Ponds, Citra, Nivea, Olay, Revlon, Inez, Loreal, Makeover, Biore. Competition with similar products causes some Wardah cosmetics to be less in demand compared to products from other brands.

Tight competition between similar products is one of the causes of this problem, marketing efforts must be made to improve the situation. Marketing improvement efforts aim to attract consumer interest. Based on interviews conducted online with several cosmetic shop owners in the Ubud Gianyar area, there was indeed a decline in demand for Wardah cosmetics during 2024, products that experienced a decline in demand were products that were not included in the top brand award for three years. The problem regarding the difference in the fluctuating market share of Wardah cosmetic products occurred throughout Indonesia, but to facilitate the determination of research data, researchers looked for strategic areas to be used as research locations. Ubud District is one of the regencies in Gianyar Regency, Bali Province. Ubud District was chosen as the research location because in this area there is high tourism mobility which affects female workers. Gen Z female workers usually work in villas, hotels, or restaurants which are required to wear makeup every time they work. Another factor that makes the Ubud area strategic to be used as a research location is because of the many cosmetic shops which indicate the need for cosmetics for local residents, especially Gen Z women.

Fluctuating market share and declining sales indicate problems related to purchasing decisions because consumers will decide to buy a product if they feel the product is able to meet their needs and desires. Various factors that influence consumers to buy Wardah cosmetics, namely E-WOM, Product Quality, and Brand Image are variables that influence consumers to decide to buy Wardah cosmetics. Various previous studies have found various research gaps, including Fitri Rahmawati, (2023) who stated that E-WOM has a significant effect on consumer purchasing decisions. This study is supported by research from (Ayu & Giantari, 2022) which states that E-WOM has a positive and significant effect on purchasing decisions. However, this study was challenged by ((Nur Millatina et al., 2020) who stated that E-WOM has a positive but insignificant influence on purchasing decisions.

Research from (Fitri Rahmawati, 2023) which stated that product quality has a positive and significant effect on purchasing decisions. This statement is supported by research from (Oktavenia & Ardani, 2019) which also stated that product quality has a positive and significant effect on purchasing decisions. However, this statement was challenged by (Hadya Rizka, Sutardjo Agus, 2021) who stated that product quality has a negative and significant effect on product purchasing decisions.

Research conducted by Riyahana, (2021) states that brand image has a positive and significant influence on purchasing decisions. This research is supported by research from (Ayu & Giantari, 2022) which states that brand image has a positive and significant influence on product purchasing decisions. However, this research is contradicted by research from Fitri Rahmawati (2023) which states that brand image does not have a significant influence on purchasing decisions for Wardah cosmetic products.

Research ((Wiryokusumo et al., 2021) which states that E-WOM has a positive and significant influence on brand image, this study is also reinforced by other research from (Ayu & Giantari, 2022) which states that E-WOM has a positive and significant influence on brand image. Meanwhile, research from (Pratama & Azizah, 2022) states that E-WOM does not have a significant influence on brand image.

research conducted by (Ayu & Giantari, 2022) which states that product quality has a positive and significant effect on brand image. This study is also reinforced by other research (Handayani et al., 2020) which states that there is a relationship between product quality and brand image. This study is contradicted by other research from (Supriyadi et al., 2022) which states that the influence between product quality and brand image is not significant. Research from Artisca Yulia & Ekawati, (2021) states that E-WOM has a positive and significant influence on purchasing decisions through brand image as a mediating variable. Research conducted by Oktavenia & Ardani, (2019) stated that brand image mediates the relationship between product quality and purchasing decisions. Based on this research gap, re-examination of the purchasing decision variables, E-WOM, product quality and brand image is needed. Based on this explanation, it can be concluded that there is an influence of the variables "Mediation of Brand Image, E-WOM, and Product Quality on Purchasing Decisions of Wardah Cosmetics".

## METHODS

### Theories

#### Purchase Decisions

Purchasing decisions are alternative solutions to problems through various considerations and comparisons before taking action. Various factors influence the purchase of a product or service, therefore producers must strive to be able to meet consumer considerations in choosing the products or services offered.

Elektronik Word Of Mouth E-WOM plays an important role in the marketing world because consumers can read reviews and comments about the desired product. Product reviews can help consumers consider the desired product. E-WOM is also defined as an ongoing exchange of information between consumers and potential consumers regarding available products, services, brands, or companies, which is carried out via the internet (Maulinda et al., 2023).

E-WOM is information obtained by potential consumers via the internet and discussions with other potential consumers as a communication medium to obtain various information.

#### Product Quality

Product quality is a benchmark that can provide a position for a product in the hearts of consumers. Product quality can affect the performance of a product or service. The existence of product quality provides a place or space in the hearts of consumers for the product. Product quality is the totality of features and characteristics of a product or service that has the ability to satisfy needs expressed in the level of a product's ability to satisfy consumers (Arinawati & Suryadi, 2021).

#### Brand Image

The existence of a product brand can show the extent to which the product is able to provide benefits to consumers; therefore, it is important for a company to create a strong brand to increase consumer confidence in making purchasing decisions. Through purchases made by consumers, it is determined whether they buy a product because the product is already known to the public, or because of other factors. Brand image is the image a consumer has of a brand.

#### Research Studies

- 1) (Saticitanandadewi & Rahmawati, 2023) with the research title the influence of "digital marketing and electronic word of mouth on the decision to stay (study on OTA)". Independent variables digital marketing, electronic word of mouth. The results of the analysis show that digital marketing has a positive and significant effect on the decision to stay, E-WOM has a positive and significant effect on the decision to stay, E-WOM and digital marketing have a positive and significant effect on the decision to stay.
- 2) (Jayanti & Telagawathi, 2023) with the research title "The role of customer satisfaction in mediating brand image brand image and perceived value on brand loyalty for tri providers in Bali. Independent variables Brand image, brand loyalty". The results of the study Brand image has an influence on brand loyalty, perceived value has no influence on brand loyalty, brand image and perceived value have an influence on customer satisfaction, customer satisfaction affects brand royalties, indirectly there is an influence between brand image and brand royalties through customer satisfaction, while perceived value has no influence on brand royalties through customer satisfaction.
- 3) (Saraswati & Telagawathi, 2019) with the research title "The Effect Of Personal Selling Agents And Product Quality On Cusotomer Purchase Decisions At Pt.Sun Life Financial Pamaron A.Yani Branch, The results of the study Personal selling and product quality simultaneously have a significant positive effect on purchasing decisions, Personal selling partially has a significant positive effect on purchasing decisions, Product quality partially has a significant positive effect on purchasing decisions
- 4) (Suari & Telagawathi, 2019) research title The Influence of Product Quality and Product Design on Purchasing Decisions, with the results of the study, Product quality and product design together have a

- significant effect on purchasing decisions for Honda Motorcycles among Management Department students. Product quality has a significant effect on purchasing decisions for Honda Motorcycles among Management Department students. Product design has a significant effect on purchasing decisions for Honda Motorcycles among Management Department students
- 5) (Dartia & Suarmanayasa, 2022), with the title of the research, The Influence of Product Quality, Price, and Product Design on the Purchase Decision of Oppo Brand Smartphones, with the result of the study Product satisfaction, cost, and product design have a broad impact on purchasing choices for Oppo-logoed smartphones. (2) First-rate products have an effective and significant effect on purchasing choices for Oppo-logoed smartphones. (3) Price has an extraordinary and massive effect on purchasing choices for Oppo-logoed smartphones. (4) Product layout has an effective and broad impact on purchasing choices for Oppo-logoed phones.
  - 6) (Purnawan & Suarmanayasa, 2021), The Influence of Word Of Mouth and Product Quality Service Quality on the Decision to Use Gojek Services In Denpasar City, with the research results, Word of mouth and service quality have a significant role in the decision to use Gojek services in Denpasar City. (2) Word of mouth has a significant positive role in the decision to use Gojek services in Denpasar City. (3) Service quality has a significant positive role in the decision to use Gojek services in Denpasar City.
  - 7) (Anisa & Telagawathi, 2022), The Role of Brand Image in Mediating the Effect of Product Quality on Purchase Decisions of Milo Activ-Go UHT, The Role of Brand Image Mediating the Influence of Product Quality on the Purchase Decision of Milo Activ-Go UHT, the results of the study are Product quality influences the purchase decision positively and significantly. Brand image influences the purchase decision positively and significantly. Product quality influences the brand image of Milo Activ-Go UHT at PT Graha Artha Persada positively and significantly. Product quality influences the purchase decision of Milo Activ-Go UHT at PT Graha Artha Persada through brand image positively and significantly.
  - 8) (Rahmadhini & Telagawathi, 2023) The Influence of Product Quality and Brand Image on the Purchase Decision of Asus Brand Laptops in Singaraja City, with the results of the study, Product quality and brand image play a significant role in the purchase decision of Asus brand laptops for Singaraja residents
  - 9) (Widiana & Telagawathi, 2024) The Influence of Brand Image and Product Quality on Consumer Purchasing Decisions at Mixue in Kintamani. with the results of the study, Brand image has a positive and significant influence on consumer purchasing decisions at Mixue in Kintamani, Product quality has a positive and significant influence on consumer purchasing decisions at Mixue in Kintamani, Brand image and Product quality have a significant influence on consumer purchasing decisions at Mixue in Kintamani. Brand image and product quality have a significant influence on consumer purchasing decisions at Mixue in Kintamani.
  - 10) (Murniasih & Telagawathi, 2023) The Influence of Brand Image and Product Quality on Repurchase Interest of Ms Glow Skincare Products in Singaraja. With the result of the study The Influence of Brand Image and Product Quality on Repurchase Interest of Ms Glow Skincare Products in Singaraja, the results of the study are Brand image has a positive and significant impact on repurchase interest of Ms Glow skincare products. Quality products have a positive and significant impact on curiosity about Ms Glow skincare products. Brand image and product quality have a significant impact on repurchase interest of Ms Glow skincare products.

## Types Of Research

This study uses a quantitative approach. The object of the study is female Gen Z in Ubud District who are consumers of Wardah products. The number of samples is 125 respondents. The variables used consist of E-WOM (X1), product quality (X2), brand image (Z), and purchasing decisions (Y). The data collection technique uses a questionnaire distributed using Google Form which aims to test the independent variables against the dependent variables. The analysis tool used is a structural equation model (SEM) based on partial least square (PLS) as a data analysis technique. The following is the research hypothesis:



H1 : E-Wom has a positive and significant influence on the decision to purchase Wardah cosmetics in Ubud District

H2 : E-WOM has a positive and significant influence on the brand image of Wardah cosmetic products in Ubud District.

H3 : Product quality has a positive and significant influence on purchasing decisions for Wardah cosmetics in Ubud District.

H4 : Product quality has a positive and significant influence on the brand image of Wardah cosmetics in Ubud District.

H5 : Brand image has a positive and significant influence on the decision to purchase Wardah cosmetics in Ubud District.

H6 :E-WOM has a positive and significant influence on the Purchase Decision of Wardah cosmetics in Ubud District through brand image as a mediating variable

H7 : Product quality has a positive and significant influence on purchasing decisions for Wardah cosmetic products in Ubud District through brand image as a mediating variable.

## 1. Population and Research Sample

### 1) Population

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono 2020:136). The population in this study is all Gen Z in Ubud District, especially Wardah cosmetic users. In the context of this study, the population refers to Gen Z Wardah cosmetic users in Ubud District. The population size cannot be described specifically.

### 2) Sample

A sample is part of the number and characteristics of the number owned by the population. Samples are quite difficult to use when the population is large and the specific number cannot be ascertained (Sugiyono 2020: 137). Because of this, researchers will take samples through representatives of all research subjects. Therefore, the number of samples used in this study is adjusted to the analysis method, namely the structural equation model (SEM), the number of samples needed is at least 5 times the number of indicator variables (Ferdinan, 2014: 171). The number of indicators in this study is 22 indicators, so a minimum of 110 respondents are needed. In this case, the researcher determines the respondent criteria as follows:

1. Respondents are women who have subscribed to Wardah cosmetics for 1 year
2. Respondents are native residents of Ubud District
3. Respondents follow Wardah's social media accounts and intend to make purchases through social media
4. Respondents are between 19-26 years old

## 5. Data Types and Sources

**Types and Sources of Data** The data in this study are distinguished based on the nature of the data and data sources, as described below:

### 1) Types of Data According to Their Nature

Quantitative Data is data in the form of numbers or qualitative data that is numeric. Quantitative data in this study is the top brand award data for Wardah cosmetics in 2022-2024.

Qualitative data is data in the form of words, sentences, narratives, body movements, facial expressions, charts, pictures, photos. Qualitative data in this study is information about Wardah cosmetics.

## 2) Types of Data According to Their Source

Primary data is data obtained directly from the source, recorded for the first time by the researcher. In this study, primary data includes respondents' answers through questionnaires.

Secondary data is data that is collected by other people. In this study, secondary data includes the top brand data for Wardah cosmetics in 2022-2024

## 6. Research Variables

Research variables are attributes or characteristics or values of people, objects, organizations or activities that have certain variations determined by researchers to be studied and then conclusions drawn (Sugiyono 2020: 67). The types of variables that will be studied are.

- 1) Independent variables or free variables are variables that influence or cause changes or the emergence of dependent variables or dependent variables (Sugiyono, 2020: 68). In this study, the independent variables are E-WOM, and Product Quality.
- 2) Dependent variables or what are often referred to as dependent variables are variables that are influenced or become the result of the existence of independent variables (Sugiyono, 2020: 68). In this study, the dependent variable is the purchasing decision for Wardah cosmetics.
- 3) Mediating variables are variables that influence by strengthening or weakening the relationship between the independent variables and the dependent variables (Sugiyono, 2020: 69). Brand image is a mediating variable in this study. The existence of brand image can strengthen or weaken the relationship between E-WOM and product quality on purchasing decisions for Wardah cosmetics.

## 7. Research Instrument

- 1) Indicator Dependent Variable (Purchase Decisions)
  - a. Determination to buy after knowing the product information
  - b. Deciding to buy because of interest in the brand
  - c. Buying according to needs
  - d. Buying because of recommendations
- 2) Indicator Independent Variable (E-WOM)
  - a. Help Platform
  - b. Venting negative feelings
  - c. Caring for other consumers
  - d. Positive extraversion/self-improvement.
  - e. Social benefits
  - f. Economic incentive
  - g. Helping companies
  - h. Seeking advice
- 3) Indicator Independent Variable (Product Quality)
  - a. Performance
  - b. Range and type of features
  - c. Reliability and durability
  - d. Sensory characteristics
  - e. Ethical profile and image
- 4) Indicator Mediating Variable
  - a. Brand Identity
  - b. Brand Personality
  - c. Brand associations
  - d. Brand attitudes and behaviors
  - e. Brand advantages and competence

## 8. Data Analysis Techniques

After the data in the research is collected, what must be done is data analysis. Data analysis is carried out using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Structural

Equation Model (SEM) is an equation model that uses partial least squares which combines regression analysis with factor analysis.

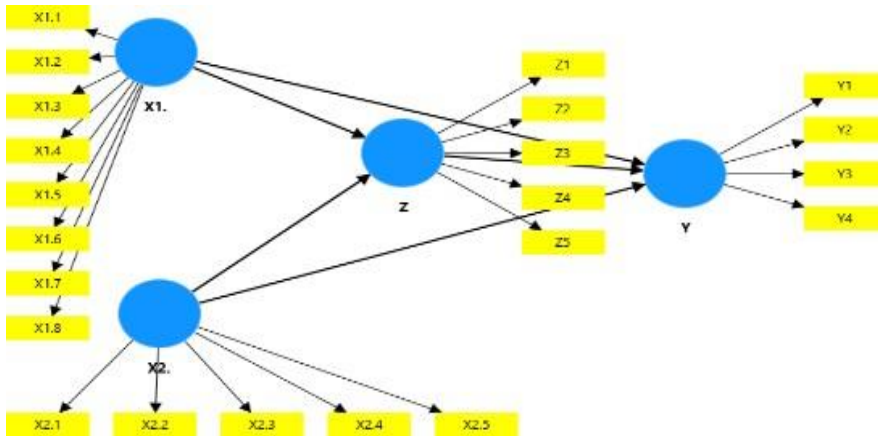


Figure 1: PLS SEM Test Model

## 9. Data Collecting Techniques

Data collection methods are a way of collecting data or information needed. Data collection in this study used a questionnaire in the form of Google Form. The questionnaire was directly distributed to respondents through online media. The type of statement in the questionnaire is a closed statement with answers that have been provided, respondents only need to choose. The following is an interval scale score. Interval Scale Score, Strongly Agree 5, Agree 4, Undecided 3, Disagree, 2, Strongly Disagree 1 (Sugiyono 2020: 67).

The stages in the analysis technique in this research are as follows:

Table 1 Test Outer Model

criteria	Parameter	Rule Of Thumb
Convergent validity	Loading factor	>0.70
	Average variance extracted	>0.50
Discriminant validity	Cross loading	>0.70 for each variable
	HTMT	<0.90
Reliabilities/reliability	Cronbach alpha	>0.70
	Composite reliability	>0.70

Source: Ghazali & Latan (2015:71)

Table 2 Test Inner Model

criteria	Parameter	conclusion
Multikolinierity (Inner Model)	VIF < 10	Passed Multicollinearity
R- Square	0.25	Weak model

	0.5	Medium model
	0.75	Strong model

criteria	Parameter	conclusion
Predictive relevance ( $Q^2$ )	$Q^2 > 0$	Model Has predictive relevance
	$Q^2 < 0$	Model does not have predictive relevance
Goodness of FIT	SRMR < 10	Model fit
F-Square (effect Size)	0.2	Small
	0.5	Medium
	0.35	Large
Path coefficient Direct effect	P-values < 0.05	Significantly influential
	P-values > 0.05	Insignificantly influential
Spesific Indirect effect	P-values < 0.05	Significantly influential
	P-values > 0.05	Insignificantly influential
Variance Accounted for (VAF)	< 20%	No Mediation effect
	20% < VAF < 80%	Partial Mediation effect occurs
	> 80%	Perfect Mediation effect occurs

Source: Ghazali & Latan (2015:71)

### Sobel Test

This test aims to identify whether there is a significant relationship between the independent variable (X) and the dependent variable (Y) which is mediated by the mediating variable (Z).

The formula that can be used is as follows:

- When the t-statistic value is greater than the t-table or t-statistic > t-table, it can be concluded that there is an indirect influence of the independent variable on purchasing decisions through brand image as a mediator.
- When the p value is less than 0.05, it can be concluded that there is a positive influence between the independent variables on purchasing decisions through brand image as a mediating variable.



## Hypothesis Testing

Hypothesis testing aims to test the relationship between independent variables and dependent variables (Wardhana et al., 2021). The t-test is able to describe the magnitude of the influence of independent variables partially in explaining dependent variables. Hypothesis testing aims to test the relationship between independent variables and dependent variables (Wardhana et al., 2021). The t-test is able to describe the magnitude of the influence of independent variables partially in explaining dependent variables. Hypothesis testing can be done by observing directly through bootstrapping, which will then be shown in the coefficients through a t-statistic value that is greater than the t-table. In addition, testing the t-test hypothesis can also be done through a t-test, where the test is said to be significant when the p-value is  $\leq 0.05$  and is said to be insignificant when the p-value is  $> 0$

## RESULT AND DISCUSSION

### Result

#### Descriptive Analysis of Respondents

The respondents used in this study were Gen Z who live in the Ubud area with ages between 19-26 years and have subscribed to Wardah cosmetics for 1 year. The questionnaire has been distributed to 125 respondents and all respondents met the requirements. The data search process in this study was carried out online via Google Form. All data received by respondents is ready to be analyzed.

Table 3 Respondent Classification Based on Age

Description	Total	Percentage
19 year	6	4.80%
20 year	5	4%
21 year	3	2.40%
22 year	3	2.40%
23 year	31	24.80%
24 year	63	50.40%
25 year	10	8%
26 year	4	3.20%
Total	125	100%

Source: Data processed in 2025

Based on the explanation, it can be concluded that respondents aged 24 years use the most Wardah cosmetics. This age is the most productive age in working in the tourism sector so they really need cosmetic products, namely Wardah.

Table 4 Characteristic Respondent's Address

Description	Total	Percentage
Desa Sayan Ubud	36	28.80%
Desa Mas ubud	29	23.20%

Kelurahan Ubud	60	48%
Jumlah	125	100%

Source: Data processed in 2025

Based on this explanation, it can be concluded that most respondents came from Ubud sub-district.

Table 5 Social Media Accounts Followed by Respondents

Description	Total	Percentage
Tiktok Official Wardah	72	57.60%

Description	Total	Percentage
Tokopedia Official Wardah	4	3.20%
Lazada Official Wardah	1	0.80%
Bli-Bli Official Wardah	1	0.80%
Shopee Official Wardah	39	31.20%
Website Official Wardah	3	2.40%
Instagram Official Wardah	5	4%
Jumlah	125	100%

Source: Data processed in 2025

Based on this explanation, the largest percentage are respondents who follow the official Wardah TikTok account Data Analysis Results in this test significant variables are estimated to be able to provide a relationship between variables in this study. looking at the value of t statistics is able to explain how the indirect relationship between variables through mediating variables. the partial least square structural approach is able to explain the relationship between variables in this study. the following is a partial least square graph:

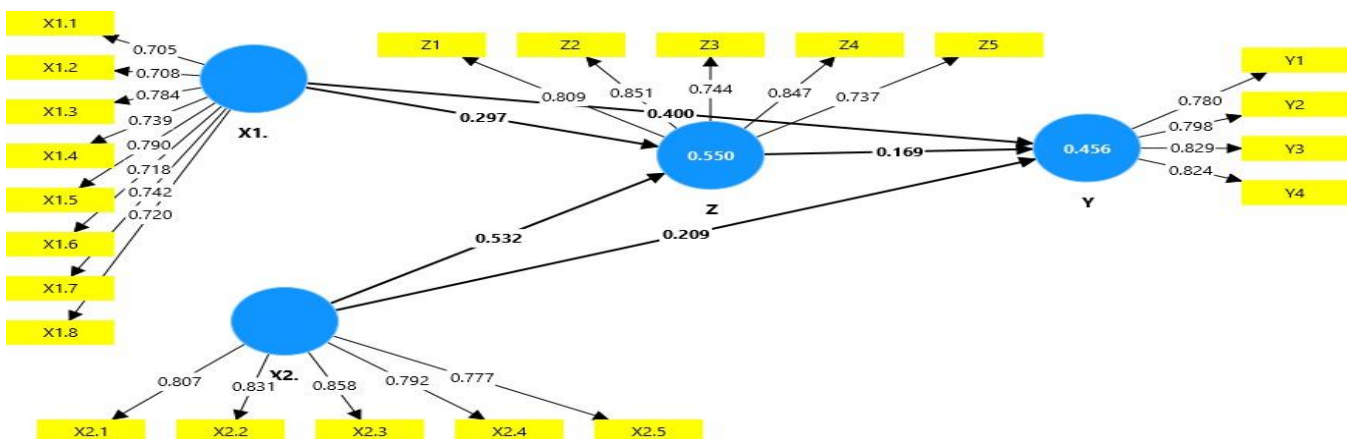


Figure 2: Outer PLS Model

In the above research there is a direct influence between variables, namely, there is a direct influence between the E-WOM variable and purchasing decisions with a coefficient value of 0.400. E-WOM has a direct

influence on brand image with a coefficient value of 0.297. Product quality has a direct influence on purchasing decisions with a coefficient value of 0.209. Product quality has a direct influence on brand image with a coefficient value of 0.532. Brand image has a direct influence on purchasing decisions with a coefficient value of 0.169.

### Variable Data Description

Table 6 E-WOM Variable Data Description

Statement	Interval Scale Score					Total score	Presentation
	5	4	3	2	1		
Help Platform (the existence of E-WOM helps me to have more confidence in Wardah products)	37	55	29	3	1	449	71.84%
Venting negative feelings (the existence of E-WOM can provide space to vent negative feelings if necessary)	29	76	15	4	1	503	80.48%
Concern for other consumers (the existence of E-WOM helps me to provide comments on products that can be used as a reference by other consumers in determining purchasing decisions)	36	73	12	3	1	515	82.40%
Extraversion / positive self-improvement (the shopping experience I provide through the reviews provided can improve my self-quality)	37	65	19	3	1	509	81.44%
Statement	Interval Scale Score					Total score	Presentation
	5	4	3	2	1		
Social benefits (the comments I provide through the reviews provided are able to provide social benefits to both potential consumers and other consumers)	36	87	11	1	0	563	90.08%
Economic incentives (the possibility of economic benefits such as product discounts or cashback is my motivation to provide reviews on the platform)	35	66	21	2	1	507	81.12%

provided)							
Desire to help the company	41	63	14	6	1	512	81.92%
(The satisfaction I feel towards the product makes me want to give positive comments that will help the company later)							
Seeking advice	40	61	22	1	1	513	82.08%
(The existence of reviews provided helps me to find product recommendations that suit my wishes)							
Average						581,57	93.05%
Excellant							

Statement	Interval Scale Score					Total score	Presentation
	5	4	3	2	1		
Performance	29	77	16	2	1	506	80.96%
(Wardah products are in accordance with my expectations)							
Range and type of features	33	75	13	3	1	511	81.76%
(The product has different characteristics from other products, besides that Wardah products have advantages compared to other cosmetic products)							
Reliability and durability	26	82	13	3	1	504	80.64%
(Wardah products are reliable so they are always accepted by consumers and the market)							

Attached above, the results of the questionnaire test with the electronic word of mouth (E-WOM) variable show that the statement with the highest percentage value is the statement with the sentence "the comments I provide through the reviews provided are able to provide social benefits to both potential consumers and other consumers". Respondents who stated that they strongly agreed were 36 respondents, agreed were 87 respondents, were undecided were 11 respondents, disagreed were 1 respondent and strongly disagreed were 0 respondents. This statement indicates that most consumers who provide comments provided in existing reviews feel that they are able to provide social benefits to other consumers. The interpretation of this statement shows that Gen Z in Ubud District really needs online reviews to get information about products, the information is then read in detail to be able to understand the function and benefits of the product before making a purchasing decision.

Table 7 Product Quality Variable Data Description

Statement	Interval Scale Score					Total score	Presentation
	5	4	3	2	1		
Sensory characteristics (The physical appearance of the product can increase the appeal of choosing Wardah products)	35	71	14	4	1	510	81.60%
Ethical profile and image (Wardah products have a positive impression so that they can increase the passion to choose Wardah cosmetic products)	35	81	7	1	1	523	83.38%
Average						510.08	81.67%
Excellent							

the results of the questionnaire test with the product quality variable that the statement with the highest percentage value is the statement with the sentence "Wardah products have a positive impression so that they can increase the passion to choose Wardah cosmetic products". Respondents who stated that they strongly agree were 35 respondents, agreed were 81 respondents, were undecided were 7 respondents, disagreed were 1 respondent and strongly disagreed were 1 respondent. This statement indicates that most consumers feel a positive impression of Wardah cosmetic products and are excited to choose Wardah cosmetic

Table 8 Brand Image Variable Data Description

Statement	Interval Scale Score					Total score	Presentation
	5	4	3	2	1		
Brand Identity (The physical appearance of Wardah products has a different appeal and identity compared to other brands)	38	73	12	1	1	521	83.36%
Brand Personality (Wardah product brand has a different character when compared to other brands)	35	74	10	4	1	510	81.60%
brand association (Wardah product brand is worthy to be associated or collaborate with other companies to carry out)	33	82	8	0	1	518	82.88%



sponsorship activities)							
brand attitude and behavior	35	76	12	1	1	518	82.88%
(my perception is always good towards Wardah cosmetic products)							
brand excellence and competence	35	80	8	1	1	522	83.52%
(Wardah brand has excellence and is able to compete with other brands)							
Average							517.8
Excellant							

Table 9 Purchase decision Variable Data Description

Statement	Interval Scale Score					Total score	Presentation
	5	4	3	2	1		
Determination to buy after knowing the product information (I decided to buy Wardah cosmetics because I felt confident about the information I got about the product)	40	65	16	3	1	515	82.40%
Deciding to buy because I was attracted to the brand (I decided to buy Wardah cosmetics because I was attracted to the well-known Wardah brand)	58	58	7	2	0	547	87.52%
Buy according to needs	46	73	4	1	1	537	85.92%
(I decided to buy Wardah cosmetics according to my needs)							
Buying because of recommendations	42	71	9	2	1	526	84.16%
(I decided to buy Wardah cosmetics because I got recommendations from other consumers)							
Average							531.25
Excellant							

The results of the questionnaire test with the product quality variable show that the statement with the highest percentage value is the statement with the sentence "Wardah brand has advantages and is able to compete with other brands". Respondents who stated that they strongly agree were 35 respondents, agreed were 80 respondents, were undecided were 8 respondents, disagreed were 1 respondent and strongly disagreed were 1 respondent. This statement indicates that the Wardah brand is chosen by consumers because it has advantages and is able to compete with other brands the results of the questionnaire test with the purchasing decision variable show that the statement with the highest percentage value is the statement with the sentence "I decided to buy Wardah cosmetics because I was attracted to the well-known Wardah brand". Respondents who stated that they strongly agreed were 58 respondents, agreed were 58 respondents, were undecided were 7 respondents, disagreed were 2 respondents and strongly disagreed were 0 respondents. This statement indicates that consumers search for information first before buying Wardah cosmetic

## 1. Outer Model Analysis Results

### Convergent Validity Table 10 Outer loading

Outer	indicator	variable	description
(X1)	X1.1	0.707	Valid
	X1.2	0.713	Valid
	X1.3	0.786	Valid
	X1.4	0.738	Valid
	X1.5	0.79	Valid
	X1.6	0.714	Valid
	X1.7	0.742	Valid
	X1.8	0.716	Valid
(X2)	X2.1	0.808	Valid
	X2.2	0.832	Valid
	X2.3	0.857	Valid
	X2.4	0.79	Valid
	X2.5	0.777	Valid
(Z)	Z1	0.808	Valid
	Z2	0.851	Valid
	Z3	0.741	Valid
	Z4	0.848	Valid
	Z5	0.741	Valid
(Y)	Y1	0.751	Valid
	Y2	0.746	Valid
	Y3	0.821	Valid
	Y4	0.819	Valid

Sources : processed primary data, 2025

Based on table it shows that the outer loading value of each indicator in the variable is above 0.7. This shows that the convergent validity test meets the criteria or is valid.

## Discriminant Validity

Table 11 Mark Cross Loading

	X1.	X2.	Y	Z
X1.1	0.707	0.423	0.555	0.423
X1.2	0.713	0.375	0.438	0.418
X1.3	0.786	0.364	0.532	0.449
X1.4	0.738	0.459	0.406	0.482
X1.5	0.79	0.398	0.512	0.375
X1.6	0.714	0.432	0.426	0.407
X1.7	0.742	0.481	0.485	0.49
X1.8	0.716	0.389	0.412	0.471
X2.1	0.449	0.808	0.464	0.593
X2.2	0.492	0.832	0.483	0.662
X2.3	0.466	0.857	0.56	0.53
X2.4	0.447	0.79	0.476	0.501
X2.5	0.431	0.777	0.481	0.553
Y1	0.557	0.541	0.751	0.474
Y2	0.39	0.331	0.746	0.353
Y3	0.455	0.371	0.821	0.404
Y4	0.55	0.486	0.819	0.517
Z1	0.5	0.524	0.472	0.808
Z2	0.499	0.534	0.45	0.851
Z3	0.507	0.495	0.468	0.741
Z4	0.471	0.609	0.502	0.848
Z5	0.404	0.631	0.429	0.741

Source : Processed Primary Data, 2025

Based on table the cross loading value on each indicator of each variable above 0.7 can be. The table shows that the cross loading value of each variable is higher compared to the construct with other variables. The data shows that the discriminant validity value of each indicator against its variable is valid.

Table 12 Mark Heterotrait Monotrait Ratio (HTMT)

	Heterotrait-monotrait ratio (HTMT)
X2. <-> X1.	0.641
Y <-> X1.	0.731
Y <-> X2.	0.694
Z <-> X1.	0.686

Z <-> X2.	0.807
Z <-> Y	0.677

Source : Processed Primary Data, 2025

All existing construct values have HTMT values of less than 0.9, this indicates that the research has good discriminant validity.

### Composite Reliability

Table 13 Mark Cronbach's Alpha

Variable	Cronbach's alpha	Description
<i>E-WOM</i>	0.881	reliabel
Product quality	0.872	reliabel
Purchase desicions	0.83	reliabel
<i>Brand Image</i>	0.857	reliabel

Source : Processed Primary Data, 2025

The composite reliability value for each variable is above 0.7, which indicates that the four variables are reliable.

## 2. Inner Model Analysis Results

Table 14 Multikolinierity

	X1.	X2.	Y	Z
X1.			1.656	1.463
X2.			2.1	1.463
Y				
Z			2.226	

Source : Processed Primary Data, 2025

The VIF value of the latent variable is less than 5 or less than 10, so there are no symptoms of multicollinearity between the latent variables being measured.

Table 15 Coefficient Deterination ( $R^2$ )

	R-square	R-square adjusted
Purchase desicions (Y)	0.509	0.497
Brand Image (Z)	0.551	0.543

Source : Processed Primary Data, 2025

The R square table is used to see the magnitude of the influence of E-WOM and Product Quality on purchasing decisions with a value of 0.509 indicating a moderate model. Then the R square used to see the magnitude of the Influence of E-WOM and Product Quality on Brand Image with a value of 0.551 also indicates a moderate model

Table 16 Predictive Relevance  $Q^2$

	SSO	SSE	$Q^2$ (=1-SSE/SSO)
<i>Elektronik Word Of mouth</i>	1000	1000	0
Product quality	625	625	0
Purchase desicions	625	452.01	0.277
<i>Brand image</i>	625	414.556	0.337

Source : Processed Primary Data, 2025

Based on table , the predictive relevance value or Q square obtained the predictive relevance value of the purchasing decision variable is 0.277 indicating that the variable has good predictive relevance because it has a value of more than 0 and is between 0.15 and 0.35, this indicates that the model has moderate predictive relevance. The predictive relevance value of brand image is 0.337 indicating that the variable has good predictive relevance because it has a value of more than 0 and is between 0.15 and 0.35, this indicates that the model has moderate predictive relevance.

Table 17 Goodness Of Fit (GoF)

	Saturated model	Estimated model
SRMR	0.77	0.77

Source : Processed Primary Data, 2025

Based on table, the overall goodness of fit (GoF) value is 0.77. Based on this value, the overall level of model suitability is large or strong.

Table 18 F- Square

	f-square
E-WOM -> purchase desicions	0.19
E-WOM -> brand image	0.132
Product Quality -> Purchase desicions	0.074
Product quality-> brand image	0.436
Brand image -> purchase desicions	0.022

Source: Processed Primary Data, 2025

Based on table the F-Square value for each relationship between variables, including the relationship between the E-WOM variable and purchasing decisions is 0.19, which is included in the moderate category, the f-square between the E-WOM variable and brand image is 0.132, which is included in the moderate category, the f-square between the product quality variable and purchasing decisions is 0.074, which is included in the



weak category, the relationship between product quality and brand image is 0.436, which is included in the strong category, and the relationship between brand image and purchasing decisions is 0.022, which is included in the weak category.

Table 19 Direct Effect (Path Coefficient)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1->Y	0.393	0.398	0.089	4.417	<0.001
X1->Z	0.295	0.301	0.086	3.435	0.001
X2->Y	0.277	0.273	0.113	2.449	0.014
X2->Z	0.535	0.535	0.082	6.487	<0.001
Z->Y	0.154	0.155	0.113	1.36	0.174

Source : Processed Primary Data, 2025

The value data in the table explains that the t statistic and p value will be analyzed for hypothesis testing and determining significance values.

Table 20 Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
E-WOM->purchase decisions	0.341	0.054	0.041	1.98	0.0272
Product quality->purchase decisions	0.257	0.095	0.059	1.99	0.0165

Source : Processed Primary Data, 2025

The data in table explains that the t statistic and p value will be used for hypothesis testing and determining significance decisions

### Variance Accounted For (VAF)

The influence of E-WOM on purchasing decisions with brand image as a mediating variable

$$VAF = \frac{\text{Indirect effect}}{\text{Total effect}} \times 100\%$$

$$VAF = \frac{0.341}{0.393} \times 100\%$$

$$VAF = 86.7\%$$

The calculation results above show VAF results above 80%, so it is said that there is a perfect mediation effect between E-WOM and purchasing decisions through brand image as a mediating variable.

The influence of product quality on purchasing decisions with brand image as a mediating variable

$$VAF = \frac{\text{Indirect effect}}{\text{Total effect}} \times 100\%$$

$$VAF = \frac{0.257}{0.277} \times 100\%$$

$$VAF = 92.7\%$$

The calculation results above show VAF results above 80%, so it is said that there is a perfect mediation effect between product quality and purchasing decisions through brand image as a mediating variable.

Table 21 Hypotesis Test Result

	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
E-WOM-> Keputusan pembelian	0.089	4.417	<0.001
E-WOM -> Brand Image	0.086	3.435	0.001
Kualitas produk -> keputusan pembelian	0.113	2.449	0.014
Kualitas produk -> brand Image	0.082	6.487	<0.001
Brand Image -> Keputusan pembelian	0.113	1.36	0.174

Source : Processed Primary Data, 2025

1. E-WOM has a positive effect on purchasing decisions, with a t-statistic value of 4.417, which is greater than the t-table of 1.96, with a large p value <0.001, which is less than 0.05, so it can be seen that it has a significant effect.
2. The influence of E-WOM on brand image has a positive effect with a t-statistic value of 3.435 which is greater than the t-table of 1.96 with a p-value of 0.001 which is smaller than 0.05 so it can be seen that it has a significant effect.

3. The influence of product quality on purchasing decisions has a positive effect with a t-statistic value of 2.449, which is greater than the t-table of 1.96, with a p-value of 0.014, which is smaller than 0.05, so it can be seen that it has a significant effect.
4. The influence of product quality on brand image has a positive effect with a t-statistic value of 6.487 which is greater than the t-table of 1.96 with a p value of <0.001 which is smaller than 0.05 so it can be seen that it has a significant effect.
5. The influence of brand image on purchasing decisions has a negative effect, with a t-statistic value of 1.36, which is smaller than the t-table 1.96, with a p-value of 0.174, which is greater than 0.05, so it can be seen that it has a significant effect.

The next test is to test the mediating variable partially and indirectly. The mediating variable is a variable that strengthens or weakens between the independent variable and the dependent variable. The following is a table that explains the relationship between independent variables and dependent variables using mediating variables

Table 22 Hypothesis Test Results Total and Indirect Effect

Path Coefficiencie	Hipotesis	Arah	T statistic	t-tabel	P Values	Keterangan
Pengaruh E-WOM terhadap keputusan pembelian dengan brand image sebagai variabel mediasi	H6	+	1.98	1.96	0.0272	Positif dan signifikan dan memediasi
Pengaruh Kualitas Produk terhadap keputusan pembelian dengan brand image sebagai variabel mediasi	H7	+	1.99	1.96	0.0165	Positif dan signifikan dan memediasi

Source: processed primary data, 2025

1. with brand image as a mediating variable having a t-statistic value of 1.98, which is greater than the t-table of 1.96, with a p-value of 0.0272, which is smaller than 0.05, so it can be seen that it has a significant effect.
2. The influence of product quality on purchasing decisions has a positive influence with brand image as a mediating variable having a t-statistic value of 1.99 which is greater than the t-table of 1.96 with a p value of 0.0165 which is smaller than 0.05 so that it can be seen that it has a significant influence.

## DISCUSSION

The results of the analysis show that e-wom has a positive and significant effect on purchasing decisions. Because the results of the t-statistic hypothesis test are greater than the t table (1.96) which is 4.147 with a large p value of <0.001 less than 0.05 so that e-wom has a positive and significant effect on purchasing decisions for Wardah cosmetics. This statement shows that the higher the E-WOM value, the greater the value of the purchase decision for Wardah cosmetic products. Current technological developments can change marketing patterns in the business world, marketing that previously still used conventional methods is now using technology and the existence of technology helps in the development of the business world related to digital marketing, various methods in marketing make it easier for consumers to purchase products.

The results of the analysis show that e-wom has a positive and significant effect on brand image. Because the results of the t-statistic hypothesis test are greater than the t table (1.96) which is 3.435 with a large p value of 0.001 less than 0.05 so that e-wom has a positive and significant effect on the brand image of Wardah

cosmetics. This statement shows that the higher the E-WOM value, the greater the brand image value of Wardah cosmetic products. Brand image can present the characteristics of a product. Products that have good characteristics tend to have a good brand image. A good brand image will tend to make consumers more confident in a product.

The results of the analysis show that product quality has a positive and significant effect on purchasing decisions. Because the results of the t-statistic hypothesis test are greater than the t table (1.96), which is 2.449 with a large p-value of 0.014 less than 0.05, so product quality has a positive and significant effect on purchasing decisions for Wardah cosmetics. This statement shows that the higher the value of product quality, the higher the value of purchasing decisions. In addition to E-WOM, another main driving variable that determines consumer purchasing decisions is product quality.

The results of the analysis show that product quality has a positive and significant effect on brand image. Because the results of the t-statistic hypothesis test are greater than the t table (1.96) which is 6.487 with a large p value of <0.001 less than 0.05 so that product quality has a positive and significant effect on the brand image of Wardah cosmetics. This statement shows that the greater the value of product quality, the better the brand image of the product in the eyes of consumers. In addition to the influence of E-WOM, the product brand image is also influenced by product quality, this means that product quality is also a major driving factor in determining the product brand image.

The results of the analysis show that product quality has a negative and insignificant effect on brand image on product quality. Because the results of the t-statistic hypothesis test are smaller than the t table (1.96) which is 1.36 with a large p value of 0.174 more than 0.05 so that brand image has a positive and significant effect on the brand image of Wardah cosmetics. This statement shows that the greater the brand image value, the smaller the decision to purchase Wardah cosmetic products. The greater the value of brand image or the better the company's image in the eyes of consumers does not determine that consumers will choose to buy Wardah cosmetics, this means that there are other factors that determine the decision to purchase Wardah cosmetics.

The findings are the latest findings considering that several previous studies have always found that brand image has a positive and significant effect on purchasing decisions. The findings show that consumer perceptions from related indicators show that consumers are less confident in using Wardah cosmetics. The statement also shows that consumer interest in Wardah cosmetics is decreasing. Considering the current competitive factor, there are many cosmetic brands that have a better image, so this is what makes Wardah cosmetics considered again by consumers when making purchasing decisions.

The results of the analysis of the influence of e-wom on purchasing decisions through brand image as a mediating variable are positive and significant because the results of the t-statistic hypothesis test are greater than the t table (1.96) which is 1.98 with a large influence of p value of 0.0272 less than 0.05 so that E-WOM has a positive and significant effect on purchasing decisions for Wardah cosmetics through brand image as a mediating variable. This statement shows that E-WOM has a positive and significant effect on product purchasing decisions strengthened by brand image which mediates the variable.

The results of the analysis of the influence of product quality on purchasing decisions through brand image as a mediating variable are positive and significant because the results of the t-statistic hypothesis test are greater than the t table (1.96) which is 1.99 with a large influence of p value of 0.0165 less than 0.05 so that product quality has a positive and significant effect on purchasing decisions for Wardah cosmetics through brand image as a mediating variable. Based on this statement, purchasing decisions have a positive and significant effect on purchasing decisions strengthened by brand image as a mediating variable.

## CONCLUSION

The E-WOM variable has a positive and significant effect on purchasing decisions with a t-statistic value greater than the t-table and a p-value less than 0.05, this means that hypothesis 1 is accepted, this means that there is a positive and significant effect between the E-WOM variable and purchasing decisions. E-WOM variable has a positive and significant effect on brand image with a t-statistic value greater than the t-table and

p-values less than 0.05, this means that hypothesis 2 is accepted, this means that there is a positive and significant effect between the E-WOM variable and brand image. The relationship between the E-WOM variable and brand image is unidirectional, this means that the greater the E-WOM value, the better the brand image of Wardah products in the eyes of customers. The product quality variable has a positive and significant effect on purchasing decisions with a t-statistic value greater than the t-table and a p-value less than 0.05, this means that hypothesis 3 is accepted, this means that there is a positive and significant effect between the product quality variable and purchasing decisions. The product quality variable has a positive and significant effect on brand image with a t-statistic value greater than the t-table and p-values less than 0.05, this means that hypothesis 4 is accepted, this means that there is a positive and significant effect between the product quality variable and brand image.

The relationship between the product quality variable and brand image is unidirectional, this means that the greater the product quality value, the better the brand image of Wardah products in the eyes of consumers. The brand image variable has a negative and insignificant effect on purchasing decisions with a t-statistic value smaller than the t-table and a p-value of more than 0.05, this means that hypothesis 5 is rejected, this means that there is a negative and insignificant effect between the brand image variable and the purchasing decision variable. The relationship between the brand image variable and purchasing decisions is not unidirectional, this means that the higher the brand image of Wardah products in the eyes of consumers, the lower the consumer's purchasing decision for Wardah products. E-WOM variable has a positive and significant effect on purchasing decisions through brand image as a mediating variable with a t-statistic value greater than the t-table and p-values less than 0.05, this means that hypothesis 6 is accepted, this shows that there is a positive and significant effect between the E-WOM variable on purchasing decisions mediated by brand image.

The relationship between the E-WOM variable and purchasing decisions through brand image as a mediating variable is unidirectional, this means that the greater the E-WOM value, the higher the customer's purchasing decision through brand image as a mediating variable of Wardah products in the eyes of consumers. Product quality variables have a positive and significant effect on purchasing decisions through brand image as a mediating variable with a t-statistic value greater than the t-table and p-values less than 0.05, this means that hypothesis 7 is accepted, this shows that there is a positive and significant effect between product quality variables on purchasing decisions mediated by brand image. The relationship between product quality variables and purchasing decisions through brand image as a mediating variable is unidirectional, this means that the greater the value of product quality, the higher the customer's purchasing decision through brand image as a mediating variable of Wardah products in the eyes of consumers.

considering the results of this study compared to non-halal cosmetics. halal cosmetics are much more in demand than non-halal cosmetics, consumers consider this through product quality, halal cosmetics consider quality raw materials so that they are more trusted by consumers. Halal cosmetics have a label that is trusted by consumers compared to non-halal cosmetics, halal cosmetics have a better guarantee of product quality.

## **Suggest**

Based on the overall statement of the E-WOM variable, the average value from all respondents is very good, this shows that respondents in the study rated the statement regarding E-WOM very well from all statements, the existence of E-WOM helps me to be more confident in Wardah products, getting the lowest average. Based on this statement, it is expected that the Wardah cosmetic company must be able to improve the quality of reviews on social media in order to improve the quality of e-WOM so that consumers can trust Wardah cosmetics more through E-WOM.

Based on the overall statement of the product quality variable, the average value from all respondents is very good, this shows that respondents in the study gave very good assessments on statements regarding product quality from all statements, Wardah products have reliability so that they can always be accepted by consumers and the market has the lowest average score. Based on this statement, it is expected that the Wardah cosmetic company can improve product reliability in order to increase consumer trust in the Wardah brand.



Based on the overall statement of the Wardah cosmetic brand image variable, the average value of all respondents is very good, this shows that respondents in the study gave very good assessments on statements related to brand image from all statements, the Wardah product brand has a different character when compared to other brands with the lowest score. Based on this statement, it is expected that the character of Wardah cosmetics needs to be improved again in order to be able to compete with other brands.

Based on the overall statement of the purchasing decision variable, the average value of all respondents is very good for statements related to purchasing decisions from the overall statement, I decided to buy Wardah cosmetics because I feel confident about the information, I got about the product getting the lowest score. Based on this statement, the company needs to try to provide clearer information about the product, because information alone does not make consumers interested in choosing Wardah cosmetics, so digital marketing involvement with influencers is also needed to further improve information to be clearer.

The findings of this study can be utilized by the Wardah marketing team to further improve the quality of e-WOM on several platforms, one of which is TikTok, because TikTok has the fastest algorithm compared to other applications. In addition, the fairly wide number of TikTok application users allows it to reach wider consumers. The company must be able to provide complete information to convince consumers to buy Wardah cosmetics, in addition to maintaining the quality of the product so that consumers will be interested in giving the best reviews about the product through the TikTok application

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