



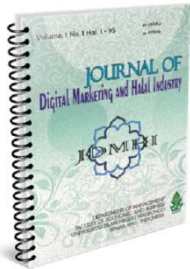
The Effect of Electronic Word of Mouth on Intention to Purchase through Brand Image: Empirical Study in E-grocery Brand

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ABSTRACT

Electronic Word of Mouth (e-WOM) can be used as a marketing method by companies to develop strategic brands. e-WOM communication may have a strong influence on brand image and purchase intention. The rapid growth of social media provides a positive opportunity for companies to approach consumers through e-WOM strategies. One element that influences a person when shopping for daily necessities online or wholesale/e-grocery is e-WOM. This paper aims to develop a conceptual framework that provides practical and theoretical insights into e-grocery consumers' use of social media as a promotional tool for electronic word of mouth (e-WOM) and its impact on brand image (BI) and purchase intention (PI). Using a quantitative survey method with 26 questions, the questionnaire was distributed via Google Forms to 158 respondents selected based on followers and owners of Astro e-grocery mobile apps located in the Jakarta area and its surroundings using path analysis techniques in Structural Equation Modeling (SEM). The finding is that e-WOM significantly affects Purchase Interest with Brand Image as an intervening variable. The results of this research can be applied practically to help company marketing departments and advertising agencies present information according to consumer characteristics to influence purchasing intentions. Theoretical implications can also help further research in analyzing the factors influenced by e-WOM.

Introduction

More than two decades ago, it was predicted that businesses would not only compete within markets but also market spaces, leading to a paradigm shift in the business model to

simultaneously focus on both arenas (Rayport & Sviokla, 1994; Verma & Yadav, 2002). Furthermore, it has been further elaborated that in the last decade, the Internet has fundamentally altered the business landscape, becoming a pivotal platform where individuals function as "media" for collaboration and

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information sharing (Li & Wang, 2011; Verma & Yadav, 2020). The emergence of the Internet was followed by social media, where consumers can freely disseminate all sorts of information. Social media provides opportunities to connect with consumers through diverse media with a broader reach (Thackeray et al., 2008; Tsimonis & Dimitriadis, 2013). At this juncture, the increased number of social media users has led to a concurrent rise in online word-of-mouth communication (e-WOM), which potential customers and consumers can utilize to share their knowledge and experiences regarding products or services with an audience, particularly those close to them (Gupta & Harris, 2010; Hajli, 2018; Seifert & Kwon, 2019; Sardar et al., 2021).

E-WOM is a process by which potential customers continually and dynamically exchange messages, evaluations, and comments regarding a product, service, or brand offering. These reviews are persistent and can be seen and acknowledged by many people or companies on the Internet (Ismagilova, 2019). Furthermore, it is asserted that E-WOM is a pivotal element in shaping consumer purchasing behavior, as researchers posit that information provided by consumers on online platforms can exert influence on others, particularly prospective customers (Hennig-Thurau et al., 2004; Farzin & Fattahi, 2018).

Brand image is a collective perception of a brand expressed by a group within consumers' minds (Cretu & Brodie, 2007; Barreda et al., 2019). Brand image encompasses tangible and intangible brand associations (Kudeshia & Kumar, 2017). Brand image encompasses attributes and benefits that differentiate a brand and highlight its distinct advantages

over competitors (Farzin & Fattahi, 2018). Social media is a platform where brand image can be experienced, maintained, and preserved online (Song & Yo, 2016; Barreda et al., 2019). Previous research indicates that e-WOM can significantly and positively influence a brand's image (Jalilvand & Samiei, 2012; Gozali & Ruslin, 2012; Kala & Chaubey, 2018; Pentury et al., 2019). E-WOM communication is a vital element in internet marketing strategies and can foster brand image while influencing the purchasing behavior of potential customers (Bambauer-Sachse & Mangold, 2011; Kala & Chaubey, 2018). A strong brand image in customers' minds can lead to purchase intentions; hence, brand image is considered a paramount factor by marketers and researchers (Shamma & Hassan, 2011; Gökerik et al., 2018).

Purchase or buying intention refers to an individual's tendency or desire to take gradual steps toward purchasing a product whenever they visit a place or interact with a specific brand. This reflects how customers' perspectives and thoughts continue to evolve. Several aspects of purchase intention involve attitudes toward the brand, perceptions of brand image, product quality evaluation, brand knowledge, product characteristics, and brand loyalty (Tariq et al., 2013; Kudesia & Kumar, 2017). E-WOM communication generated through recommendations, consumer ratings, and reviews on social media can influence consumers' purchase intentions in online stores (Sardar et al., 2021). Trust in e-WOM is essential to customers, as it can impact an individual's purchase decision, particularly in the context of online e-WOM (Liu et al., 2015; Konstantopoulou et al., 2019). Several studies also indicate that E-WOM can influence someone's intention to purchase through a positive brand image on

social media. Online purchase intention is an outcome significantly influenced by e-WOM (Lin, Lee, & Hong, 2011; Erkan & Evans, 2016; Rahman et al., 2018). Furthermore, e-WOM can also assist companies or products/services gain a favorable brand image (Jansen, Zhang, Sobel, & Chowdury, 2009; Rahman et al., 2018).

Based on previous research findings that have demonstrated a strong relationship between electronic word-of-mouth (E-WOM) communication, brand image, and purchase intention through the Instagram social media platform, researchers are motivated to conduct a more in-depth study and provide more concrete evidence regarding the influence of E-WOM on brand image and purchase intention. This study will focus on the e-grocery retail sector, which is currently experiencing significant growth. E-grocery refers to online-based grocery stores accessed through applications, consisting of necessities such as vegetables, fruits, meat, rice, household cleaning items, and the like (Eka, 2020). Since the pandemic, consumer behavior in Indonesia has shifted towards online shopping, including essential needs. An article from Tetra Pax's annual research indicates that daily online shopping or e-grocery will become a determinant element in the more significant development of e-commerce (Widowati, 2018). The online grocery sector has indeed witnessed significant global growth. According to the E-economy SEA 2021 Report, the e-grocery industry saw a

64% increase in users in 2021. Additionally, online daily essentials shopping expenditures rose by 60% compared to 2020.

The contribution of e-grocery to national retail sales also increased from 4% to 10% (Azzahra, 2022). These figures are due to the limited penetration of e-grocery, mainly in large cities like Jabodetabek. The e-grocery market is deemed to have high potential due to Indonesia's increasing number of internet users, which exceeded 200 million users in 2022. Additionally, according to a report from the National Socioeconomic Survey (Susenas) in March 2021, Indonesian households spent 3% more on daily essentials per month, amounting to 622,845 (Azzahra, 2022). The Gross Merchandise Value (GMV) estimates that e-groceries in Indonesia will reach 6 billion dollars in 2025, a significant increase from 1 billion dollars in 2020. Moreover, its penetration rate is projected to reach 5% by 2025 (Vania, 2021). Several online grocery applications have already been established in Indonesia, including Happyfresh, Sayurbox, Segari, and the latest addition, Astro, which will be the subject of this study. Broadly, these e-grocery applications have appeared in Indonesia and have grown significantly over the past years, especially since the 2020 pandemic. The proliferation of digital e-grocery startups poses challenges for business players. Each brand strives to offer unique features and appealing services to consumers.

Table.1

E-grocery apps In Indonesia

No	Brand	E-groceries Apps Brand in Indonesia			
		Since	Downloaded	Rating	Followers Instagram
1	Happy Fresh	Feb 2015	1m+	4.3*	93k
2	Hypermart	April 2015	500k+	3.7*	1.2m

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3	Sayurbox	July 2017	1m+	4.3*	499k
4	Segari	Aug 2021	1m+	4.6*	128k
5	Astronauts. id	Sept 2021	1m+	4.8*	117k
6	KlikIndomaret	April 2022	5m+	4.3*	485k
7	Allofresh	June 2022	500k+	-	250k

Table.1 Data processed by the author based on downloads from the Google Play store.

Among the numerous e-grocery applications that have emerged and captured a significant market share, Astro stands out due to its unique promise of delivery within just 15 minutes, compared to competitors with delivery times exceeding 3 hours post-order placement. The company seeks to collect reviews and testimonials from consumers regarding its products and brand (Griffiths, 2011; Jalilvand & Samiei, 2012), which are statements provided by buyers about the purchased products. Therefore, Astro employs such steps to disseminate information about its services, allowing potential consumers to perceive and understand the advantages of the products offered by Astro as an e-grocery application that guarantees rapid delivery. e-WOM, which broadly addresses a brand and serves explicitly to obtain significant and positive reviews, comments, and opinions, influences purchasing decisions (Themba & Mulala, 2013). Electronic Word of Mouth has been proven to be a significant influencing factor in purchasing decisions. Positive online comments can enhance consumer decision-making (Perkasa et al., 2020).

Several studies also indicate that e-WOM can influence individuals' purchase intention through a positive brand image on social media. Online purchase intention significantly relies on e-WOM (Lin, Lee, & Hong, 2011; Erkan & Evans, 2016; Rahman et al., 2018). Additionally, e-WOM aids companies or products/services build a favorable brand image (Jansen, Zhang, Sobel,

& Chowdury, 2009; Rahman et al., 2018). A positive brand image can mitigate losses and enhance perceived benefits for customers (Wang & Tsai, 2014; Rahman et al., 2018). Brand image is pivotal in a company's marketing strategy, significantly impacting brand equity (Faircloth, Capella, & Alford, 2001; Rahman et al., 2018). The brand image also significantly influences consumer purchasing behavior (Wang & Tsai, 2014; Liu, Zhang, & Qin, 2016; Rahman et al., 2018). Previous research indicates that 61% of customers turn to e-WOM before making any purchase, and 80% only proceed with online purchases after consulting reviews from other consumers (eMarketer, 2008; Yusuf et al., 2018). Given the immense potential of e-WOM, researchers are increasingly focusing on its implications, and numerous studies related to e-WOM have been conducted (King et al., 2014; Yusuf et al., 2018).

In a study by Singh (2019), one factor that influences individuals in online daily shopping, or e-grocery, is e-WOM. Consumers seek a pleasant experience when shopping for groceries online, desiring efficient fulfillment of promises and the best service to maximize their outcomes. When consumers do not receive the expected benefits (both intrinsic and extrinsic), their behavioral response regarding recommendations to others and the intention to repurchase is negatively affected, leading to exploring alternative grocery stores that can meet their expectations. Consumer statements in online forums communicate

more than service usage; they convey feelings about their shopping experience (Singh, 2019). Previous studies assert that electronic word of mouth positively impacts brand image and is a factor in an individual's decision-making process. Therefore, this research aims to investigate the impact of electronic word of mouth on brand image. However, this study will not explore its impact on purchase decisions; instead, it will focus solely on the intention to purchase through the Astro e-grocery application.

Literature Review

e-WOM can also help companies or their products/services to gain a favorable brand image (Jansen, Zhang, Sobel, & Chowdury, 2009; Rahman et al, 2018). A positive brand image can reduce losses incurred and increase benefits perceived by customers (Wang & Tsai, 2014; Rahman et al., 2018). Brand image is essential to a company's marketing strategy because it can significantly impact brand equity (Faircloth, Capella, & Alford, 2001; Rahman et al., 2018). Brand Image also plays a vital role in influencing consumer purchasing behavior (Wang & Tsai, 2014; Liu, Zhang, & Qin, 2016; Rahman et al, 2018).

e-WOM is broadly about a brand and specifically as a tool to obtain significant and positive reviews, comments, and opinions influencing purchasing decisions (Themba & Mulala, 2013). Electronic Word of Mouth has become evident as a factor influencing purchasing decisions. In this case, positive comments from someone via the Internet can increase consumers' buying decisions (Perkasa et al., 2020). Several studies also show that E-WOM can influence someone to intend to buy through a positive brand image on social media. Online purchase intention is an

outcome that is significantly influenced by e-WOM (Lin, Lee, & Hong, 2011; Erkan & Evans, 2016; Rahman et al., 2018). Good relationships, positive testimonials, and comments that consumers consider enthusiastic can provide a positive image for the Astro brand because of its superiority in providing excellent and fast service. Brand Image also plays a vital role in influencing consumer purchasing behavior (Wang & Tsai, 2014; Liu, Zhang, & Qin, 2016; Rahman et al, 2018). A strong brand image in customers' minds can create the possibility of purchase intention. Therefore, marketers and researchers consider brand image a significant factor (Shamma & Hassan, 2011; Gökerik et al., 2018).

Consumer e-WOM behavior has become essential in changing purchasing behavior and decision-making processes (Jalilvand & Samiei, 2012). Then Hennig-Thurau et al. (2004) stated that consumers consider the information and knowledge contained in consumer opinion sites more effective and reliable. Keller (1998) describes the benefits of brand image as "what consumers think a brand can do for them" and defines brand image as consumers' perceptions when exposed to a brand, reflecting the brand associations in the series they create. The company aims to build a positive relationship between brand and perception.

Ho1: E-WOM does not influence brand image

Ha1: E-WOM influences brand image

Consumers can search for ratings and comments about products through online platforms and comments from those closest to them while gathering insights and experiences about goods and brands before purchasing (Jalilvand and Samiei, 2012; Adjei et al.,

2010). Consumers usually use e-WOM to decide whether to trust a company in online transactions. Several studies report that e-WOM presented in seller profiles on online platforms has a tangible impact on the closing price of online auctions (Zhou et al., 2009; Yoo et al., 2006; Rice, 2012), which implies a significant impact of e-WOM on purchase intention in a virtual context.

Ho2: E-WOM does not influence purchase intention

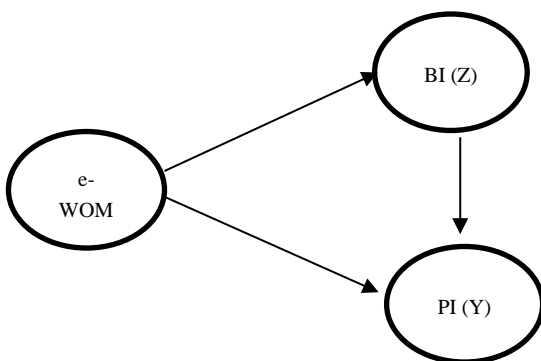
Ha2: E-WOM influences purchase intention

When customers see an increase in positive e-WOM about a good, service, or brand offered by the company, they will form a positive image of the product or brand the company will provide. This positive image can make customers ultimately trust the company. Therefore, consumer trust in a product and the information and brand knowledge provided by e-WOM can strengthen purchase intention (See-To and Ho, 2014; Jalilvand and Samiei, 2012; Sia et al., 2009; Kim et al., 2009).

Ho3: Brand image does not influence purchase intention

Ha3: Brand image influences purchase intention.

Figure.1 Research Framework



Method, Data, and Analysis

This research uses quantitative methods because it aims to understand and measure the influence of E-WOM on brand image and purchase intention, as well as how much impact these variables have. The population in this study consisted of Instagram users who followed the astronauts. Id e-grocery account with 67 thousand followers as of October 20, 2022. Meanwhile, the sample taken used the Slovin Formula. The resulting sample size was 100 people. Primary data in this study used a survey method with 26 questions, distributing questionnaires via Google Forms to 158 respondents. Respondents who took part in the survey were selected based on astronauts.id Instagram followers who live in the Jakarta area and surrounding areas who also have the Astro mobile app.

All items contained in the questionnaire use a Likert scale to explain aspects of how strongly the subject agrees or disagrees with the researcher's statement according to the following structure:

- 5 = Strongly Agree (SS)
- 4 = Agree (S)
- 3 = Neutral (N)
- 2 = Disagree (TS)
- 1 = Strongly Disagree (STS)

Secondary data is taken from several sources, such as books and journals. Articles and websites that are relevant to the research. The population in this study is Instagram users who follow the Astronauts. Id e-grocery account with 67 thousand followers as of October 20, 2022. The samples taken used the Slovin Formula because the numbers must be representative in drawing to generalize the

research results (Merthajaya, 2022). The sampling technique used in this research is nonprobability sampling, with more specific provisions for respondents who will fill out the questionnaire (Neuman, 2014).

n: sample size

N: population size

E: percentage of error accuracy allowance

$$(n=67,000)/(1+67,000 (\llbracket 0.10 \rrbracket) ^2)$$

$$= 99.99$$

$$= 100 \text{ respondents}$$

This research will also conduct a validity test to measure whether the questionnaire is valid (Ghozali, 2018). The validity test consists of a convergent validity test and a discriminant validity test. Convergent validity is a measure that shows the extent to which an indicator correlates positively with other indicators of the same construct. Indicators in reflective constructs are treated as different approaches to measuring the same construct (Santosa, 2018). This research uses path analysis because it will analyze the cause-and-effect relationship in multiple regression if the independent variable, directly and indirectly, influences the dependent variable. (Rutherford, 1993; Sarwono, 2006). This research uses the

smartPLS program to process the data. This research will also conduct a T-test to determine the relationship between independent and related variables separately. The significance level is 5% (Merthajaya, 2022).

H0: there is no influence between variable X and variable Y

Ha: there is an influence between variable X and variable Y.

The F test is used to determine the suitability of the data (Merthajaya, 2022). The F statistical test shows whether all the independent variables referred to in the research simultaneously influence the dependent variable (Ghozali, 2011; Merthajaya, 2022).

The decision-making rules in the F test are:

Ho: does not meet the eligibility

Ha: meets the requirements

Result and Discussion

The characteristics of these respondents are pretty in line with Astro's target market, dominated by the millennial generation aged between 25 years and 40 years, domiciled in Jabodetabek by Astro's area coverage.

Table.2

Respondent Characteristic

Description	Information	Amount	Percentage
Gender	Female	102	64.6%
	Male	56	35,40%
Age	25 ^{yo} .30 ^{yo}	74	47,40%
	31 ^{yo} .35 ^{yo}	62	39,70%
	36 ^{yo} .40 ^{yo}	14	14%
	41 ^{yo} .45 ^{yo}	6	3,80%
Jobs	Private Employees	98	62%
	Government	25	15,80%

	employees		
	Entrepreneur	15	9,50%
	Housewife	13	8,20%
	Students	7	4,40%
	Friends		
	Recommendation	99	62,70%
Information source	Social Media ads	40	25,30%
	Google search	11	7%
	Appstore/Googlestore	4	2,50%
	Others	4	2,50%

The validity and reliability tests in this research were carried out through a pre-test by distributing questionnaires online to 30 respondents. Before the research carries out trials in the field, researchers need to carry out a pre-test to determine whether each instrument used has appropriate validity and reliability values as research material.

In SmartPLS, instrument tests in the form of

validity and reliability tests, also called outer model tests, aim to evaluate indicators for each research variable. The outer model describes the relationship between several indicators and the latent variable. The following are the results of validity and reliability testing. The following are the results of the PLS-SEM algorithm process by conducting a pre-test on 30 samples:

Table.3

Validity and Reliability Value

	Cronbach's alpha	Composite Reliability	Average variance Extracted (AVE)
BI (Z)	0,950	0,952	0,744
E-WOM (X)	0,937	0,961	0,608
PI (Y)	0,945	0,949	0,752

The condition for fulfilling convergent validity is that the outer loading value of each indicator on the latent/construct variable is ≥ 0.7 . If the outer loading value ranges between 0.5 - 0.7, then it needs to be considered; however, if the outer loading value is below

0.5, then it is certain that the indicator is invalid (Ghozali & Latan, 2015). In line with this statement, Sholihin and Ratmono (2013) also stated that in some cases, especially for newly developed questionnaires, loading values between 0.4 and 0.7 should be considered.

Table 4.

Convergent Validity

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
BI (Z)	0,950	0,952	0,744

E-WOM (X)	0,937	0,961	0,608
PI (Y)	0,945	0,949	0,752

For early-stage research, an outer loading value of $\geq 0.5 - 0.6$ is still sufficient (Ghozali & Latan, 2015). So, the outer loading values of all indicators are valid.

Apart from the outer loading value, which must be more than 0.7, another way to test

convergent validity is to look at the AVE (Average Variant Extracted) value for each variable, which must be >0.5 . If the AVE value is above 0.5, it has met the convergent validity requirements. The following are the results of the AVE value.

Table 5

AVE Test Result

	BI (Z)	E-WOM (X)	PI (Y)
X.1		0,732	
X.2		0,653	
X.3		0,857	
X.4		0,839	
X.5		0,799	
X.6		0,836	
X.7		0,876	
X.8		0,739	
X.9		0,772	
X.10		0,867	
X.11		0,540	
Y.1			0,908
Y.2			0,822
Y.3			0,795
Y.4			0,890
Y.5			0,823
Y.6			0,915
Y.7			0,910
Z1	0,840		
Z2	0,829		
Z3	0,922		
Z4	0,854		
Z5	0,934		
Z6	0,881		
Z7	0,866		
Z8	0,762		

The discriminant validity test was carried out after the convergent validity test. The discriminant validity test can be carried out in two ways, namely by looking at the cross-

loading value and looking at the root of the AVE based on the Kornell Larcker Criteria to find out whether each concept of the latent variable is correct among the other variables

and also to ensure that the measuring instrument is appropriate and appropriate to the function. Measurement (Ghozali, 2016).

Table 6.

Discriminant Validity Result

	BI (Z)	e-WOM (X)	PI (Y)
BI (Z)	0,862		
E-WOM (X)	0,759	0,780	
PI (Y)	0,837	0,643	0,887

The discriminant validity value that meets the requirements is if the AVE root value is higher than the correlation between other variables.

Based on the table above, it can be seen that the root value of AVE in brand image, e-WOM, and Purchase Intention is greater than the correlation between other variables, namely 0.862 in brand image, 0.780 in e-WOM, and 0.887 in purchase intention so that it can meet the requirements.

The reliability test aims to see the consistency and stability of the statements in the questionnaire. In this research, the reliability test parameters are reliable if the Cronbach's alpha and composite reliability values must be ≥ 0.7 .

Table.7

X, Y, and Z reliability test results

Variable	Cronbach's Alpha	Composite Reliability	Criteria	Result
X Electronic Word of Mouth	0.937	0.961	≥ 0.7	Reliable
Z Brand Image	0.950	0.952	≥ 0.7	Reliable
Y Purchase Intention	0.945	0.949	≥ 0.7	Reliable

Based on this table, it can be seen that the composite reliability and Cronbach's alpha values for variable X (E-wom) are 0.937 and 0.961, meaning that all values are > 0.7 so that variable.

Then, the composite reliability and Cronbach's alpha values for the Z (Brand Image) variable are 0.950 and 0.952, meaning that all values are > 0.7 so that the Z (Brand Image) variable can be said to be reliable and suitable for further testing. Then, the composite reliability and Cronbach's alpha

values for variable Y (Purchase Intention) are 0.945 and 0.949, meaning that all values are > 0.7 so that variable Y (Purchase Intention) can be said to be reliable and suitable for further testing.

Evaluation of the Structural Model (Inner Model)

Correlation Test Analysis

In SmartPLS, the correlation test can be seen from the value of latent variable correlations.

Table 8.

Latent Variable Correlations Values

	BI (Z)	E-WOM (X)	PI (Y1)
BI (Z)	1,000	0,697	0,865
E-WOM (X)	0,697	1,000	0,744
PI (Y)	0,865	0,744	1,000

Based on the table above, it can be seen that the correlation coefficient value between variable X (E-wom) and Z (Brand Image) is 0.697, meaning that variable. Meanwhile, based on the table, it can be seen that the correlation coefficient value between variable X (E-wom) and variable Y (Purchase Intention)

is 0.744, so it can be said that variable.

Evaluation of the coefficient of determination (R²)

Figure.2

R² Value

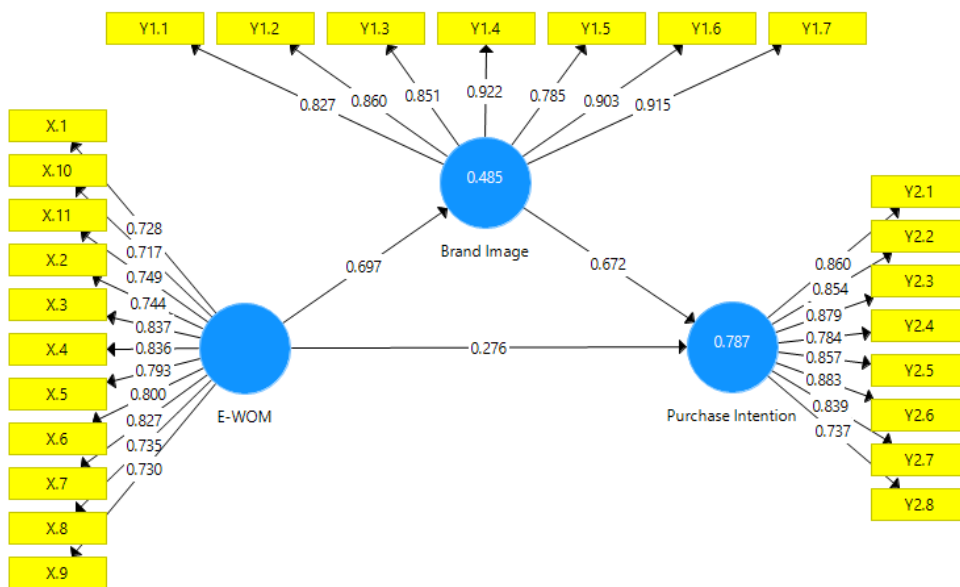


Table 9.

R² Value

	R Square	R Square Adjusted
Brand Image (Z)	0.485	0.482
Purchase Intention (Y)	0.787	0.784

Based on the table above, it can be seen that the R-square value of the variable Z (Brand

Image) is 0.485. This means that E-WOM has an influence of 48.5% as an independent variable on Brand Image. In this case, it can be interpreted that the variable Z (Brand Image), which can be explained by the variable X (E-wom), is only 48.5%. Meanwhile, the remaining 51.5% can be explained by factors other than variable X (E-wom).

Furthermore, the R-square value for variable Y (Purchase Intention) is 0.787. This means that

Table. 10

Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Direct Result T-Statistics (O/STDEV)	Indirect Result T-Statistics	P values
BI (Z) -> PI (Y1)	0,672	0,670	0,060	11,163		0,000
E-WOM (X) -> BI (Z)	0,697	0,700	0,044	15,978		0,000
E-WOM (X) -> PI (Y)	0,276	0,277	0,059	4,664		0,000
E-WOM (X) -> BI (Z) -> PI (Y)	0,468	0,469	0,050	-	9,350	0,000

The first hypothesis is the influence of E-WOM on Brand Image with a p-value of 0.000 (< 0.05), thus showing significant results. Meanwhile, the t-static value is 15.976 (positive), which indicates a significant favorable influence.

The second hypothesis is the influence of E-WOM on Purchase Intention with a p-value of 0.000 (< 0.05), thus showing significant results. Meanwhile, the t-statistic value is 4.664 (positive), which shows a significant favorable influence. The third hypothesis is the influence of Brand Image on Purchase Intention with a p-value of 0.000 (< 0.05), thus showing significant results. Meanwhile, the t-statistic value is 11.163 (positive), which shows a significant favorable influence. Meanwhile,

variable X (E-WOM) has a simultaneous influence of 78.7% as an independent variable on Purchase Intention.

Evaluation of Path Coefficient

Statistical t-testing on structural models (inner models) is divided into 2 (two) types: direct effect testing and indirect effect testing.

in this research, there is also a hypothesis of an indirect effect between the independent variable and the dependent variable through a mediating variable. The results of the indirect effect test can be seen in the following table:

Based on the table, the significance value or p-value of the influence of E-WOM on Purchase Intention is mediated by Brand Image with a p-value of 0.000 (< 0.05), a t-statistic value of 9.350 (positive), which shows that there is a significant favorable influence. So, the fourth hypothesis concludes that E-WOM substantially affects Purchase Intention with Brand Image as an intervening variable.

Meanwhile, the f-Square test results are presented in the following table:

Table 11.

Size Effect Test Results (*f*-Square)

Variable	Brand Image	Purchase Intention
E-WOM	0,943	0,184
Brand Image		1,091

Based on the table above, it can be seen that the *f*-square value for the e-wom variable on brand image shows 0.943, meaning the value is > 0.02, so it can be said that this research meets feasibility. The E-WOM value for purchase intention is 0.184 > 0.02, so the size

effect test is fulfilled, meaning that this research model meets feasibility.

Meanwhile, the *f*-square value of brand image on purchase intention is 1.091, indicating that the size effect test is fulfilled to meet feasibility.

Table 12.

Hypothesis Test Results

	Hypothesis	Result
Ha1	E-WOM Influences Brand Image	Accept
Ha2	E-WOM influences Purchase Intention	Accept
Ha3	Brand Image influences Purchase Intention	Accept

Research findings in the influence analysis will be seen from each research hypothesis that is

accepted and has a direct influence or indirect influence as well as total influence, as follows:

Table 13.

Analysis of direct and indirect effects

Effect	Std. Direct Effect	Std. Indirect Effect	Total Effect
E-WOM -> Brand Image	15,978		15,978
E-WOM -> Purchase Intention	4,664		4,664
Brand Image -> Purchase Intention	11,163		11,163
E-WOM -> Brand Image -> Purchase Intention	-	9,350	9,350

Based on the table above, the magnitude of the influence on each correlation between variables shows that electronic word of mouth on the brand image has the most significant influence value, namely 15.978. Then, there is a correlation between variables from electronic word of mouth to purchase intention, which is worth 4.666. Furthermore, the brand image variable also dramatically influences the

purchase intention 11.163. The indirect influence of the electronic word-of-mouth variable on purchase intention, which is mediated by brand image, is 9.350.

The Result and discussion of the findings

The Effect of E-WOM on Brand Image

The findings of this hypothesis 1 show that electronic word of mouth influences 15.978.

These results can be interpreted to mean that hypothesis 1 can be accepted based on the *t*-statistic test value above 1.96 or in the form of a *p*-value smaller than 0.05. So, it can be concluded that the hypothesis that electronic word of mouth influences brand image is accepted.

This aligns with research by Jalilvand and Samiei (2012), which found that E-WOM positively influences brand image. Along with this, other research also states that E-WOM has a positive and significant influence on the brand image of online groceries (Rahman et al., 2018).

In conclusion, based on the results of the researcher's analysis regarding the correlation between electronic word of mouth and brand image, it influences 15.978. This value can be assumed that the more positive reviews are distributed via social media regarding the strength of the Astro brand, it will have a 15-fold influence on Astro's brand image or the more often good reviews are shared, the more other customers will remember the uniqueness and strength of the Astro brand. Researchers assume that E-WOM activities carried out by Astro, such as spreading or reposting positive reviews from consumers on Instagram, can invite other followers to do the same, so these activities have a positive impact on Astro.

The Effect of E-WOM on Purchase Intention

The second hypothesis in this research is the influence of electronic word of mouth on purchase intention, giving the result that e-WOM has a positive and significant impact on purchase intention. Based on the table of hypothesis testing results presented, the *t*-statistic value and *p*-value of the correlation between e-WOM and purchase intention are

4.664 and 0.000, so this hypothesis is said to be accepted. The findings of this research are also in line with several previous studies that stated that electronic word of mouth influences purchase intention because people closest to them will influence a person's intention to shop online. This means that the more someone advises other people to shop online, the more popular this method of purchasing will be (Rayesa et al., 2020). This finding is also supported by other research, which states that the more positive and exciting reviews or consumers' positive assessments of a product will have a significant influence on purchase intention because there will be higher buying interest among consumers who have seen these reviews (Kuswibowo & Murti, 2020). The importance of e-WOM in predicting purchase intentions has been validated (Erkan and Evans, 2016; Naujoks and Benkenstein, 2020; Wu and Lin, 2017; Yan et al., 2018; Yang, 2020).

The quality of e-WOM information (Erkan and Evans, 2016; Zhao et al., 2020; Yang, 2020), content credibility (Verma and Dewani, 2020; Yang, 2020), and source credibility (Cheng et al., 2021) are all aspects essential factors that can influence purchase intentions. Reviews shared by Astro consumers on Instagram can have a good influence on other consumers, and there is interest in buying based on recommendations from other consumers or people closest to them. The e-WOM activities on Astro's Instagram discuss product advantages, promotions offered, and also good service from Astro consumers, which impacts other readers and creates buying interest. Because internet-generated WOM communication provides information and recommendations, it can be used as a strategic communication network. Consumer reviews or opinions can influence the purchasing

decisions of other customers, so marketers must pay attention to the potential of this method and strive to influence this form of communication (Kala & Chaubey, 2018).

The Effect of Brand Image on Purchase Intention

The third hypothesis looks at the influence of brand image on purchase intention. The findings show that there is a positive and significant influence on Brand Image on Purchase Intention, which, based on the T-statistics and P-value values, has a value of 11.163 and 0.000, where the T-statistics value requirement to be accepted must be above 1.96 and the p-value is smaller than 0.05 to be acceptable, so it can be interpreted that the influence of brand image on purchase intention has a positive and significant impact, is sufficient,

Brand image has a positive effect on purchase intention, as well as mediating the influence of electronic word of mouth (e-WOM) and brand awareness on purchase intention. The better the product's brand image, the greater the consumer's buying interest and, at the same time, increasing electronic word of mouth (e-WOM). Supported by previous research regarding the perceived good brand image of a product will positively influence consumers' online purchasing intentions (Rahman et al., 2018). Increase product variety, improve product quality, offer products at reasonable prices, and provide after-sales service happily. These improvements directly increase product purchase intentions. However, companies with high brand equity should not rely on the benefits of high brand image, such as customer loyalty that can be found in the literature (Aaker, 1991; Agarwal and Rao, 1996; Keller and Lehmann, 2006; Jalilvand & Samiei, 2012).

Conclusion

The academic suggestions that will be delivered are as follows: In this study, the correlation between the Electronic word-of-mouth variable and purchase intention through brand image mediation succeeded in showing a significant influence. This research discusses electronic word of mouth and its impact on brand image and purchase intention in e-grocery businesses. It is hoped that future research can examine other independent variables besides electronic word of mouth that influence brand image and purchase intention. So that you will get results that can be used as a comparison later; apart from that, it is also recommended that other research be able to research and involve other dependent variables, such as purchasing decisions and brand satisfaction, so that later the research can be more complete and show that other factors are influenced by electronic word of mouth.

Suggestion

Not only academic suggestions but researchers also provide practical suggestions in this research so that they can be considered and implemented in the e-grocery sector regarding the effectiveness of E-wom activities to increase brand image and purchase intention, which will ultimately influence increased sales. Including a star rating system in the Astro, app can make it easier for customers to provide reviews and ratings quickly. Consumers feel that star ratings are essential in establishing trust in a brand. Creating forms that are easy to fill out can reduce friction, and customers can provide more specific reviews that are useful to potential customers. Providing more value to customers' experiences can motivate customers to leave positive reviews. Things that can be given include, for example, discounts, incentives, or shopping coupons for consumers with the best review content. Responding quickly to reviews, especially negative ones, can show that the e-grocery app

values its customers and is committed to providing high-quality products and services.

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