

The Role of E-WOM & Instagram Marketing on Brand Image and Purchase Intention in NBS Products for Shopee Users in Pekanbaru

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Article Info	Abstract
Received : 2024-12-10 Accepted : 2026-09-31 Published : 2026-09-31	<i>The increasing of internet usage in Indonesia, reaching 213 million users by 2023, has encouraged e-commerce and social media to become key marketing channels. Local skincare products, such as Nony Beauty Skin (NBS), utilize e-WOM and Instagram marketing to attract consumers, driving them to e-commerce platforms such as Shopee. One of the flagship products of NBS, the Ultimate Skincare Package, won the local skincare category on Shopee in 2023, with benefits that gained consumers' attention. Pre-survey results in Pekanbaru show that the majority are familiar with NBS products. The theory used was marketing management regarding Uses and Gratification Theory (UGT). The approach in this research was an electronic questionnaire with Google Forms to respondents of the Pekanbaru Community. This type of research was descriptive quantitative; the nature of the research was to obtain a description of a situation and problems and interpret it. The population in this study was the people of Pekanbaru City, whose numbers were unknown; the sample size of this study was 120 respondents. Hypothesis testing using structural equation modeling (SEM) analysis. In this study there are eight hypotheses that have been tested through SEM analysis. The results showed that: 1) e-WOM has a significant effect on purchase intention for Nony Beauty Skin (NBS) products; 2) Instagram marketing has a significant effect on purchase intention in Nony Beauty Skin (NBS) products; 3) brand image has a significant effect on purchase intention for Nony Beauty Skin (NBS) products; 4) e-WOM has a significant effect on purchase intention, with brand image functioning as mediation for Nony Beauty Skin (NBS) products; 5) Instagram marketing has a significant effect on purchase intention through brand image mediation for Nony Beauty Skin (NBS) products for Shopee users in Pekanbaru City.</i>
Keywords: e-WOM, Instagram Marketing, Brand Image, Purchase Intention	

Introduction

Social media has become a worldwide phenomenon and allows people to discuss a brand's products and services with their friends and acquaintances using electronic media. Melelo (2023) states that e-WOM is a positive or negative statement created by actual, potential, or previous consumers. e-WOM allows the public, regardless of their background, to easily share their opinions and experiences of products and services through e-commerce and social media. This can happen due to the abundance of information available to consumers, but consumers must carefully filter and analyze the information before deciding on using it. Based on data taken from databoks.com, the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million

people at the beginning of the year. The number of internet users in the country increased by 5.44% compared to the previous year.

E-commerce is a place where goods or services are sold or purchased via the internet network with the aim of ordering and receiving goods or services online. Likewise, as stated by Palinggi & Limbongan (2020), e-commerce is a business activity utilizing digital technology such as the internet. The following is statistical data on e-commerce users in Indonesia:

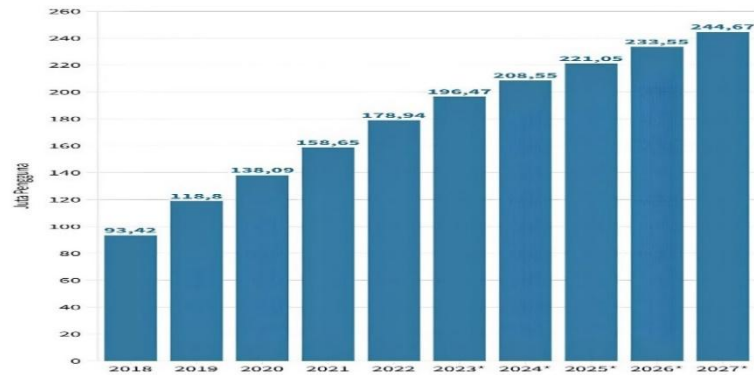


Figure 1. Number of E-commerce users in Indonesia

Based on statistics, the number of e-commerce users in Indonesia in 2022 reached 178.94 million people, and by the end of 2023, it is predicted to reach 196.47 million people. It is estimated that until 2027 the use of e-commerce in Indonesia has increased quite rapidly so that the level of e-commerce competition in Indonesia has become even stronger. The increase in the number of e-commerce users also indicates the transformation and innovation of marketing communications from digital-based platforms to mobile.

The phenomenon in Pekanbaru about the use of social media marketing is also in the author's attention. Several previous studies have conducted research on social media marketing in Pekanbaru, which indicates that many sellers or traders have used social media as a tool to sell the products or services they offer. Research conducted by Sukri & Arisandi (2017), which states that to increase sales, culinary entrepreneurs utilize social media as their marketing strategy in Pekanbaru. Research by Komang et al. (2024) also states that Instagram social media is successfully used by Devi Professional Make Up optimally by creating instastories, posting makeup results, and providing prices at certain times.

One product that is in great demand is skincare. Skincare in general is the activity of caring for the outer skin of the body using certain products. Usually it is women who often do this, although it does not rule out the possibility that there are also men who do it too. According to the Oxford dictionary, skincare is the use of special creams and products to care for the skin (Oxford Learner's Dictionaries, 2019). Furthermore, skincare is defined as a series of activities that maintain healthy skin, improve appearance, and alleviate skin conditions (Irwanto & Retno, 2020).

Then the number of e-commerce Shopee users in Indonesia made the skincare product brand Noni Beauty Skin (NBS) win the 1st place title in the local skincare category. Although it has only been established since 2019, NBS has proven its competence despite being in the midst of intense competition in its industry. Kompas.co.id data reports that this brand successfully became a champion with the NBS Ultimate Package on its Shopee official store during the period

of July 2023. NBS achieved a market share of 23% for the sale of local skincare packages containing 4 to 5 products (Compas.co.id, 2023).

Instagram, with the official account name ig: *nbs officialstore* and 246,000 followers, has posted photos and videos 2,320 times, with the most watched 85,900 times per one post. The difference with Instagram marketing of other skincare products is that viewers who view promotions on Instagram will be directed to e-commerce Shopee, Lazada, and Tokopedia. Where in this case, Shopee is the most dominant e-commerce site used by consumers to buy NBS products. To find out the attitude of Pekanbaru residents towards NBS products, the researchers conducted a survey with the following data:

Table 1. Pre-Survey Data of Pekanbaru Society Familiar with NBS Skincare Products

Consumer Categories	Total	Brand Image		Sub Total	Purchase Intention		Sub Total
		Good	Bad		Interested	uninterested	
Planning to Buy	56	56	0	56	31	25	56
Uninterested to buy	19	9	10	19	0	19	19
Total Respondents				75			

Source: Processed Data, 2024

Based on data obtained from random interviews with 75 respondents who are familiar with NBS skincare products, it can be concluded that there are variations in behavior regarding these products in Pekanbaru. Respondents were divided into three categories: those planning to buy and those uninterested. The analysis results show that:

1. Most respondents who are planning to buy NBS skincare products consider that the brand image of the product is good and show positive purchase intention.
2. On the other hand, there are also respondents who are planning to buy NBS skincare products that consider the brand image of the product to be good but do not show strong purchase intention. This is due to several factors, such as cost considerations, preferences for other skincare brands that have been used, and doubts about wanting to buy the product.

Overall, of the 75 respondents who were familiar with NBS skincare products, the majority were in the category of planning to buy the products, with 31 respondents showing interest in buying and 25 lacking interest in buying due to other factors. The interviews were conducted at Car Free Day (CFD) in Pekanbaru, and the results showed a diversity in the perception of NBS skincare products among the local community. The initial survey was purposively conducted at Car Free Day (CFD) because the data collection of respondents in this research will also be conducted at Car Free Day (CFD).

Research on e-WOM and Instagram marketing on purchase intention has previously been conducted. The research conducted by Permadi (2020), entitled "The Effect of Electronic Word of Mouth on Purchase intention Mediated by Trust (Study on Visitors to the Tokopedia.com Site), with the results obtained from this test, states that e-WOM has a significant direct effect on purchase intention. Fatila (2022) conducted a study that aimed to determine the effect of brand ambassadors, social media marketing, and online customer reviews on the interest in buying Scarlett Whitening products among female students in Malang City.

The results showed that all variables in this study, brand ambassadors, social media marketing, and online customer reviews, had a significant effect on purchase intention. Brand Ambassador has a significant effect on purchase intention. Meanwhile, research conducted by Syifa & Supyandi (2024) entitled "Description of Electronically Word of Mouth and Purchase intention in the Cascara Neetisane Product in the Marketplace." The results showed that the intensity of uploads, the number of positive reviews, the absence of negative reviews, and the

informativeness and credibility in the research content were still lacking so that it was not able to generate purchase intention in respondents.

The results of further research show that, partially, Instagram social media marketing has no positive effect, while brand image and product quality have a positive and significant effect on purchasing decisions for MS Glow Panakukkang. While simultaneously the results of this study also show that social media marketing, brand image, and product quality have a positive and significant effect on purchasing decisions for MS Glow Panakukkang products (Shofiyah Khairunnisa, 2022). Instagram social media marketing has a positive and significant effect on brand image (Lubis & Hidayat, 2023). There is a positive and significant effect between Instagram social media and the brand image of PT Hijau Indah Selaras (Diputri and Afriani, 2022).

From the research that has been done, there are several research gaps that can be identified as follows:

1. Variability in Research Results: Research by Permadi (2020) and Janah (2021) shows that e-WOM and brand image have a significant positive effect on purchase intention. However, research conducted by Syifa & Supyandi (2024) entitled "Description of Electronically Word of Mouth and Purchase intention in the Cascara Neetisane Product in the Marketplace." The results showed that the intensity of uploads, the number of positive reviews, the absence of negative reviews, and the informativeness and credibility in the research content were still lacking so that they were not able to generate purchase intention in respondents.
2. A Different Mediating Role: Janah's (2021) research shows that brand image serves as a mediator in the relationship between E-WOM and purchase intention. However, other research has not examined this mediating role in the same context or in different products. This provides an opportunity to further explore how brand image can mediate the relationship between E-WOM and purchase intention across different product categories, including beauty products such as Nony Beauty Skin.
3. Different Population Focus: Previous research has different populations; for example, Fatila (2022) focused on female students in Malang, while Wilyan et al. (2022) examined students of the Faculty of Economics and Business. This gap can be utilized to investigate whether there are differences in the effect of E-WOM and brand image on purchase intention based on different demographics or population backgrounds, especially in the context of users of beauty products on Shopee.
4. Variables Used: Some studies include variables such as brand ambassadors and price, while other studies focus more on E-WOM and brand image. Research on the effect of E-WOM and Instagram marketing on purchase intention for Nony Beauty Skin products can enrich the literature by adding variables that have not been widely explored in the context of beauty products.
5. Platform Context: Previous research has often focused on specific platforms such as Tokopedia, while this research is planned to focus on Shopee. This provides an opportunity to understand how platform context affects the relationship between E-WOM, brand image, and purchase intention and contributes to a wider comprehension of consumer behavior on social media and e-commerce platforms.

Literature Review

UGT (Uses and Gratification Theory)

Use and Gratification Theory is a theory that measures the level of satisfaction of media usage. This theory states that audiences can actively choose the useful media (uses) to get satisfaction (gratification) as desired. There are three components or types in using use and gratification theory, namely (1) cognitive, which is a need related to the acquisition of information, knowledge, and understanding of the environment and nature, such as using the internet to find information;

(2) affective, which is a need related to the acquisition of pleasant, aesthetic experiences and can satisfy emotional needs; (3) social, which is a need related to interaction and communication with family, friends, and the world by utilizing social media. Uses and Gratification Theory (UGT) is an approach that assesses or understands how a person (user) uses the media based on their needs and knows the level of user satisfaction with the media itself. The uses and gratifications approach is questioning what a person does with the media, namely using the media to satisfy their needs (Isnaini et al., 2023).

Purchase Intention

Intention is illustrated as a person's condition before taking action, which can be used in predicting behavior. This is in accordance with the previous statement of Raharjo & Mulyanto (2018): purchase intention is an activity carried out by consumers in assessing a product before making a purchase decision. Marketers need to know consumer purchase intention of a product so that consumer needs in the future can be predicted properly. Purchase intention is a consumer attitude in assessing and observing a product based on existing information, giving rise to an interest in buying (Yani et al., 2022). According to Yani et al. (2022), the dimensions of purchase intention are as follows: 1) Consumer interest in digging up information, 2) Considering buying a product, 3) Desire to know the product.

Brand Image

Brand image is the perception that exists in the customers' minds about a brand section through a process of affective, cognitive, and evaluative interactions (Sanny et al., 2020). The definition explained by Widyawati (2017): Brand image is a set of individual perceptions and beliefs about a brand to form an inherent bond in the individual's mind. Brand image is a consumer's perception of a brand as a reflection of the associations in the consumer's mind (Kotler, 2007). According to Tjokroaminoto & Kunto (2014), the dimensions of brand image are as follows: 1) Strength of brand association, 2) Favorability of brand association 3) Uniqueness of brand association.

Instagram Marketing

Instagram marketing provides a way of marketing that is carried out through online media by utilizing the use of the cultural context that exists in social communities, which include social media, virtual worlds, social news sites, and sites that share social comments. (Nurokhim & Widyastuti, 2021). (Zahira & Prasetyo, 2021) states that there are 4 dimensions called "4C" in social media-based marketing, namely: 1) Content Creation, 2) Content Sharing, 3) Connection, 4) Community Building.

Electronic Word of Mouth (e-WOM)

According to Ismagilova et al. (2017), there are several characteristics that exist in e-WOM; the first is the range of e-WOM that has never happened before. In a short time, e-WOM communication is able to create a large amount of range. Between communicators and consumers, there are a variety of choices in spreading e-WOM, which results in more awareness. This is clearly different from traditional WOM (Ismagilova, Dwivedi, Slade, & Williams, 2017). The following is an explanation of the Dimensions of Electronic Word of Mouth (Prayoga & Mulyandi, 2020): 1) Intensity 2) Valence of opinion 3) Content.

Conceptual Framework And Hypothesis Development

The Effect of E-WOM on Purchase Intention on NBS Skincare Products at Shopee

According to Ismagilova et al. (2017), there are several characteristics that exist in e-WOM; the first is the range of e-WOM that has never happened before. In a short time, e-WOM communication is able to create a large amount of range. Between communicators and consumers, there are a variety of choices in spreading e-WOM, which results in more awareness. Research by Permadi (2020) and Janah (2021) shows that e-WOM and brand image have a significant positive effect on purchase intention. Based on the explanation above, the following hypothesis can be formed:

H₁: The Effect of e-WOM on Purchase intention in Skincare Products for the Noni Beauty Skin (NBS) Brand

The Effect of Instagram Marketing on Purchase Intention on NBS Skincare Products at Shopee

Marketing through Instagram, which relies on attractive visual content and direct interaction with the audience, can increase consumer purchase intention. This indicates the importance of using social media platforms, especially Instagram, in influencing consumer purchase intention. The link between attractive visuals and creative content is a major factor in building product purchase intention. Based on the explanation above, the following hypothesis can be formed:

H₂: The Effect of Instagram Marketing on Purchase intention in Skincare Products for the Noni Beauty Skin (NBS) Brand.

The Effect of Brand Image on Purchase Intention on NBS Skincare Products At Shopee

Consumer perceptions of various aspects of the brand, such as product choice and brand quality, are important in increasing product trust and attractiveness. These results emphasize the importance of companies building and maintaining a strong brand image in order to increase product purchase intention. Based on the explanation above, the following hypothesis can be formed:

H₃: The Effect of Brand Image on Purchase intention in Skincare Products for the Noni Beauty Skin (NBS) Brand

The Effect of E-WOM on Purchase Intention Mediated By Brand Image on NBS Skincare Products at Shopee

Mediation testing shows that e-WOM has a significant effect on purchase intention, with brand image functioning as a mediator. This shows that e-WOM not only influences purchase intention directly but also through increasing positive brand image. Positive reviews and recommendations from consumers strengthen brand image, which in turn increases consumer purchase intention in NBS products. Based on the explanation above, the following hypothesis can be formed:

H₄: The Effect of e-WOM on Purchase Intention is mediated by Brand Image on Skincare products for the Noni Beauty Skin (NBS) brand

The Effect of Instagram Marketing on Purchase Intention Mediated By Brand Image on NBS Skincare Products at Shopee

Instagram marketing has a significant positive effect on purchase intention through brand image. Instagram media marketing increases consumer purchase intention. Thus, social media platforms are not only a product promotion tool but also a strategic means to build a positive brand image. Based on the explanation above, the following hypothesis can be formed:

H₅: The Effect of Instagram Marketing on Purchase Intention is mediated by Brand Image on Skincare products for the Noni Beauty Skin (NBS) brand

Based on the problems and the theoretical basis that have been described, the authors can formulate the framework in this study as follows:

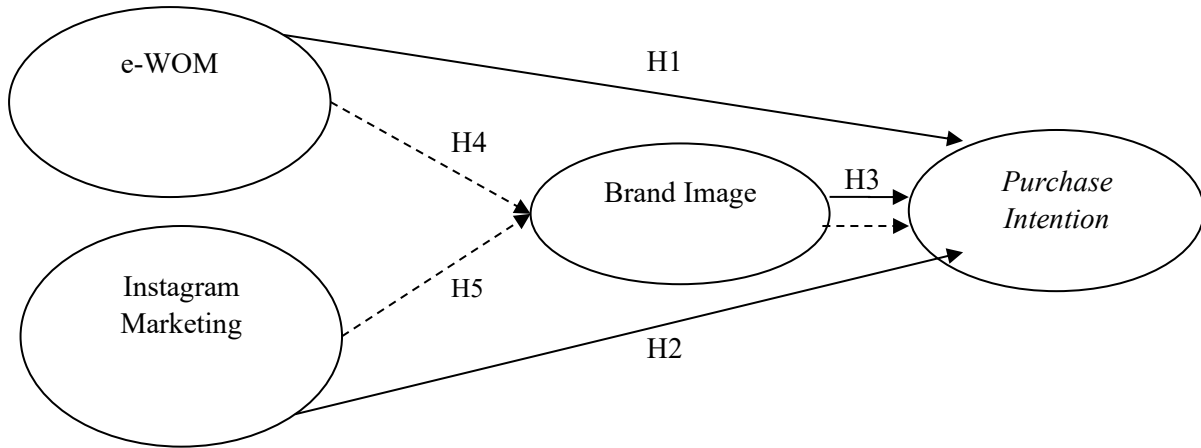


Figure 2. Research Model

Methodology

Type and Source of Data

The approach used was a quantitative approach by questioning casual relationships (cause-and-effect). Researchers used an e-questionnaire with Google Forms. The quantitative approach aimed to determine the effect of electronic word of mouth and Instagram marketing on brand image and purchase intention in Noni Beauty Skin's brand (NBS). Testing was carried out with SEM analysis techniques through the Smart PLS 4.0 application. The place and time of the research was conducted in the range of November 2023 to August 2024 in the city of Pekanbaru, Riau, Indonesia. The types of data used in this study are primary and secondary data. Primary data is obtained by distributing questionnaires to respondents, either directly face-to-face or online by filling out a Google form. The questionnaire used ordinal data measurement scales. In this study, the population taken was the people of Pekanbaru City. This study used non-probability sampling because the researcher did not know the identity and number of members of the study population. The type of sample used in sampling is purposive sampling. The number of samples = Number of Indicators x 5. Therefore, the number of samples = 24 x 5 = 120 samples. The sample selection criteria in this study are as follows: 1. All people in Pekanbaru City. 2. Familiar with and recognize Noni Beauty Skin (NBS) skincare. 3. Have a social media account of at least one type of social media. 4. People who have a Shopee e-Commerce account.

The following is an operationalization variable table (Othman and Owen., 2001; Kotler, 2008; Untoro, 2010; Ramadani et. al., 2019; Siregar & Mappadeceng, 2020; Abror et. al., 2020; and Subhan et. al., 2023):

Table 2. Operational Definition and Measurement of Variables

NO	VARIABLE	DIMENSIONS	INDICATOR
1	Electronic Word Of Mouth (X1)	Intensity	1. Frequency of access 2. Frequency of interaction
		Valence of opinion	1. Positive comments 2. User recommendations
		Content	1. Product selection information 2. Product quality information
2	Instagram Marketing (X2)	<i>Content Creation</i>	1. Entertaining content 2. Interesting content
		<i>Content Sharing</i>	1. Sharing information 2. Exchange opinions
		<i>Connection</i>	1. Building relationships
		<i>Community Building</i>	1. Building interaction
3	Brand Image (Y1)	<i>Strength Of Brand Association</i>	1. Information about the product 2. Product logo 3. Product brand
		<i>Favorability Of Brand Association</i>	1. Benefits offered 2. Variant features of the product 3. Products are easily obtained
		<i>Uniqueness Of Brand Association</i>	1. Unique packaging 2. Unique packaging color
4	Purchase Intention (Y2)	Intention	1. Desire to find variant information
		Consideration	1. Desire to buy the product
		Desire	1. Desire to experience quality 2. Desire to experience benefits

Source: Processed Data, 2024

Results and Discussion

Results

Characteristics of Respondents

Based on the table above, the characteristics of respondents in the study of the effect of e-WOM and Instagram marketing on consumer purchase intention in NBS skincare at Shopee through brand image. The majority of respondents are female (86%), which shows that NBS skincare products are more attractive to female consumers, considering that beauty products are usually consumed more by women. Meanwhile, only 14% of respondents were male. Most respondents are in the age range of 19-25 years old (52%) and 26-30 years old (33%), which reflects that NBS skincare appeals to young consumers who actively interact with social media and have an interest in beauty products.

In terms of occupation, the majority of respondents are students (82%), indicating that this product is very popular among the younger generation who are currently in school. This also indicates that marketing through Instagram social media can more effectively reach this segment. In terms of monthly income, most respondents have an income of less than Rp 2.5 million (74%), indicating that NBS skincare products are attractive to consumers with middle to lower incomes. Shopee, as a platform that is easily accessible and offers affordable prices, makes it easier for consumers on a budget to purchase these products. This result confirms that marketing strategies that rely on e-WOM and Instagram marketing are effective in attracting low-income consumers.

Data Quality Test (Outer Model)

Convergent Validity Test

Convergent validity aims to test the correlation between items/indicators to measure constructs. In other words, convergent validity is to confirm the measurement of the construct (Ghozali & Latan, 2014). It can be seen that the indicator loading value, or loading factor, of the construct of each variable. It is known that all indicators have a loading factor value above 0.7. Then the average variance extracted (AVE) value is also obtained above 0.6, which means that all of the reflective indicators above have a correlation to the construct variable. This explains that all indicators in the variable construct fulfill the requirements of convergent validity.

Discriminant Validity Test

Discriminant validity aims to test items/indicators of two constructs that are not highly correlated (Ghozali & Latan, 2014). The discriminant validity of the measurement model with reflective indicators is assessed based on the cross-loading of measurements with constructs. If the correlation of the construct with the measurement item is greater than the size of the other constructs, it will indicate that the latent construct predicts the size of the block better than the size of the other blocks (Ghozali, 2014). To view the results of the discriminant validity test by comparing the correlation value of fellow indicators in one construct with other variables, it can be seen by looking at the cross-loading value in Table 3.

It can be seen that the correlation value of all indicators of each construct is highly correlated with the construct variable. This explains that all indicators in each construct variable fulfill the requirements of discriminant validity. Another method that can be used to measure discriminant is to measure the squared AVE value. Good discriminant validity is indicated by the square root of the AVE being greater than the correlation between latent constructs in the model, meaning that the AVE square root value is greater than the correlation between latent constructs (Ghozali & Latan, 2014). The results of the discriminant validity test with the square roots of the average variance extracted (AVE) comparing the correlation of diagonal column values must be higher than the correlation between latent variables in the same column (above or below) and can be seen in the following table:

Table 3. AVE Square Root Value of Research Variable Constructs

	Brand Image (Y1)	Purchase Intention (Y2)	Instagram Marketing (X2)	e-WOM (X1)
Brand Image (Y1)	0,887			
Purchase Intention (Y2)	0,975	0,882		
Instagram Marketing (X2)	0,976	0,971	0,888	
e-WOM (X1)	0,980	0,966	0,969	0,875

Source: SEM-PLS 3.0 data, 2024

It can be seen that the square root value of AVE on the diagonal line is higher than the correlation between one construct and another, so it can be concluded that the construct has a good level of validity.

Reliability Test

The reliability of a measurement indicates the stability and consistency of the instrument that measures a concept and is useful for testing the “goodness” of the measurement. There are 2 (two) criteria in measuring or evaluating reliability, namely as follows:

Indicator Reliability

Indicator reliability is the amount of variance from indicators/items to explain latent constructs (Ghozali & Latan, 2014). The results of the reliability test with the indicator reliability criteria can be seen in the following Cronbach's alpha table:

Table 4. Cronbach's Alpha Research Variable Construct Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (Y1)	0,960	0,961	0,966	0,781
Electronic Word of Mouth (X1)	0,944	0,945	0,956	0,783
Purchase Intention (Y2)	0,933	0,934	0,952	0,833
Instagram Marketing (X2)	0,946	0,947	0,957	0,789

Source: SEM-PLS 3.0 data, 2024

It can be seen that all values of Cronbach's alpha research construct variables are above 0.7. This explains that all construct variables fulfill the reliability requirements.

Consistency Reliability

Internal consistency reliability describes the estimation of reliability based on the average correlation between items in a test (Latan, 2014). The results of the reliability test with internal consistency reliability criteria can be seen in the following composite reliability table:

Table 5. Composite Reliability of Research Variable Constructs Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (Y1)	0,960	0,961	0,966	0,781
Electronic Word of Mouth (X1)	0,944	0,945	0,956	0,783
Purchase Intention (Y2)	0,933	0,934	0,952	0,833
Instagram Marketing (X2)	0,946	0,947	0,957	0,789

Source: SEM-PLS 3.0 data, 2024

From the table above, the composite reliability value exceeds 0.7, meaning that it has fulfilled the reliable assumption. The validity test is accepted using an AVE assessment that is greater than 0.5. The conclusions of the composite reliability test are as follows:

1. The e-WOM variable (X1) is reliable because the composite reliability value of e-WOM (X1) is $0.966 > 0.6$.
2. The Instagram Marketing variable (X2) is reliable because the composite reliability value of Instagram Marketing (X2) is $0.956 > 0.6$.
3. The Brand Image (Y1) variable is reliable because the composite reliability value of Brand Image (Y1) is $0.952 > 0.6$.
4. The Purchase Intention Variable (Y2) is reliable because the composite reliability value of Purchase Intention (Y2) is $0.957 > 0.6$.

Structural Model Testing (Inner Model)

Structural model testing, or inner model testing, in SmartPLS 3.0 is carried out to determine the relationship between constructs, significance value, and R-square of the research model. The structural model is evaluated using the R-square for the dependent construct, t-test, and the

significance of the structural path parameter coefficients. Structural diagram models 3 and 4 were obtained.

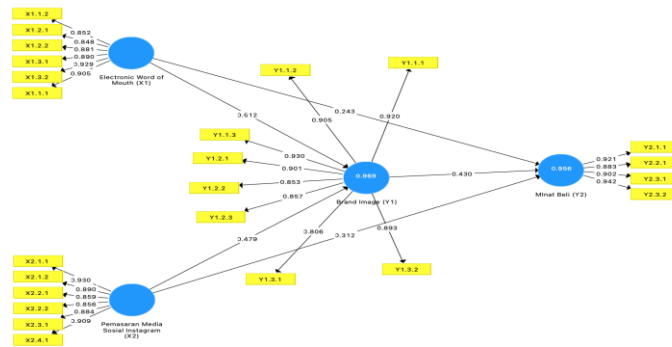


Figure 3. PLS Structural Diagram Model Loading Factor

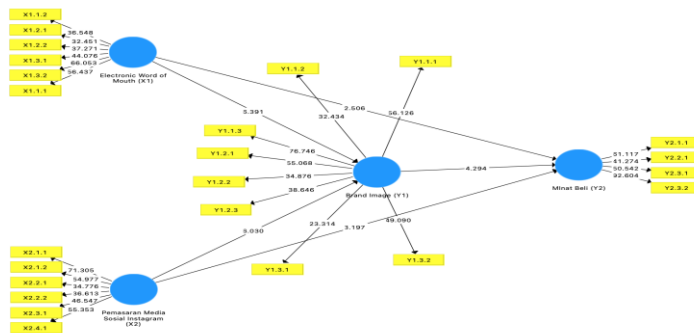


Figure 4. PLS Structural Diagram Model Bootstrapping

Coefficient of Determination

The coefficient of determination uses adjusted R-squared, which shows the percentage of variation in endogenous/criterion constructs that can be explained by the constructs hypothesized to affect them (exogenous/predictors). Adjusted R-squared is only available for endogenous variables (Sholihin and Ratmono, 2013). The results of the adjusted R-squared value can be seen as follows:

Table 6. Determinant Coefficient Test Results

	R Square	R Square Adjusted
Brand Image (Y1)	0,677	0,676
Purchase Intention (Y2)	0,689	0,689

Source: SEM-PLS 3.0 data, 2024

Based on table 6, it can be seen that this study uses 2 (two) variables, namely brand image and purchase intention. Table 6 shows that the adjusted R-square value is 0.676, which means that the model is able to explain 67.6% of the variables that affect brand image. Table 6 shows that the adjusted R-square value is 0.689, which means that the model is able to explain 68.9% of the variables that affect purchase intention.

Hypothesis Test

Hypothesis testing on Smart Partial Least Square (Smart PLS) using the bootstrapping method. The significance of the estimated parameters provides useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight (path coefficients). In Smart PLS, statistical testing of each hypothesized relationship is carried out using the bootstrapping method on the sample. The table above provides the bootstrapping test results from PLS analysis. The following are the test results using bootstrapping:

Table 7. Hypothesis Test (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Electronic Word of Mouth (X1) -> Purchase Intention (Y2)	0,243	0,245	0,097	2,506	0,006	Accepted
Instagram Marketing (X2) -> Purchase Intention (Y2)	0,312	0,310	0,098	3,197	0,001	Accepted
Brand Image (Y1) -> Purchase Intention (Y2)	0,430	0,430	0,100	4,294	0,000	Accepted

Source: SEM-PLS 3.0 data, 2024

Table 8. Hypothesis test (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Electronic Word of Mouth (X1) -> Brand Image (Y1) -> Purchase Intention (Y2)	0,220	0,219	0,061	3,625	0,000	Accepted
Instagram Marketing (X2) -> Brand Image (Y1) -> Purchase Intention (Y2)	0,206	0,207	0,061	3,362	0,000	Accepted

Source: SEM-PLS 3.0 data, 2024

Discussion

The effect of e-WOM on purchase intention on NBS skincare products at Shopee

Inferential testing to analyze the effect of e-WOM on purchase intention shows that the relationship between the e-WOM variable and purchase intention in Nony Beauty Skin (NBS) products, Shopee Ecommerce users in Pekanbaru City, has an original sample value of 0.243 with a t-statistic of 2.506, which is higher than the t-table value of 1.645. In addition, the p-value of

0.006, which is lower than the alpha level of significance (0.05), indicates a significant relationship between Shopee and NBS.

The e-WOM variable has an average score of 3.83, which is in the Agree category. The Consumer Opinion dimension has the highest score, which indicates that reviews and recommendations from other users are the main factors in influencing consumers to consider purchasing NBS products. However, the Information Content dimension has scope for improvement, especially in the aspect of completeness of information related to product choices.

The effect of Instagram marketing on purchase intention on NBS skincare products at Shopee

Inferential testing to analyze the effect of Instagram marketing on purchase intention shows that the relationship between the Instagram marketing variable and purchase intention on Nony Beauty Skin (NBS) products among Shopee users in Pekanbaru City has an original sample value of 0.312 with a t-statistic of 3.197, which is higher than the t-table value (1.645). In addition, the p-value of 0.001, which is lower than the alpha significance level (0.05), indicates that the relationship between the two variables is significant.

Descriptively, the Instagram Marketing variable has a high average score, indicating that marketing strategies carried out through this platform have received a positive response from consumers. The connecting dimension has the highest score, indicating that utilizing attractive visuals, creative content design, and interactive features on Instagram are the main factors that influence consumers. Meanwhile, the content creation dimension requires improvement, especially in terms of consistency of promotion and interaction with audiences.

The effect of brand image on purchase intention on NBS skincare products at Shopee

Inferential testing to analyze the effect of brand image on purchase intention shows that the relationship between the brand image variable and purchase intention on Nony Beauty Skin (NBS) products among Shopee users in Pekanbaru City has an original sample value of 0.430 with a t-statistic of 4.294, which is much higher than the t-table value (1.645). In addition, the p-value of 0.000, which is lower than the alpha significance level (0.05), indicates that the relationship between the two variables is significant.

Descriptively, the brand image variable has a high average score, indicating that consumers' positive perceptions of the NBS brand are quite strong. The Product Variant Feature indicator obtained the highest score, which indicates that consumers consider NBS products to have a large selection of products, which is able to provide belief in the brand. Meanwhile, the Benefits Indicator shows the lowest score.

The effect of e-WOM on purchase intention mediated by brand image on NBS skincare products at Shopee

Based on the test results in this study, it was found that electronic word of mouth (e-WOM) has a positive and significant effect on purchase intention, mediated by brand image. The results of hypothesis testing show that the relationship between e-WOM and purchase intention mediated by brand image has an original sample value of 0.220, with a t-statistic value of 3.625, which is higher than the t-table value (1.645). In addition, the p-value of 0.000, which is lower than the alpha significance level (0.05), indicates a significant relationship. Based on these results, H_0 is rejected and H_a is accepted.

The results of this study reveal that brand image acts as a mediator that strengthens the relationship between e-WOM and purchase intention. This shows that the more positive reviews and recommendations consumers receive, the better the brand image formed in the minds of

consumers. A strong brand image, in turn, is able to increase the likelihood of consumers buying products.

The effect of Instagram marketing on purchase intention mediated by brand image on NBS skincare products at Shopee

Inferential testing conducted to analyze the effect of Instagram marketing on purchase intention, which is mediated by brand image, shows that Instagram marketing has a significant effect on purchase intention, with brand image as the mediating variable. This is evidenced by the original sample value of 0.206 and a t-statistic of 3.362, which is higher than the t-table value (1.645), and a p-value of 0.000, which is lower than the alpha significance level (0.05). Based on these results, H_0 is rejected and H_a is accepted.

These results suggest that the more effective Instagram marketing is, particularly through the Instagram platform, the more positive the brand image that is formed. A strong brand image has an important role in increasing consumer trust and interest in Nony Beauty Skin (NBS) products, which in turn leads to increased purchase intention. In this context, Instagram marketing serves not only to introduce products but also to build a positive and strong brand perception in the minds of consumers.

Conclusion & Suggestion

Conclusion

There are several conclusions drawn in this research, including first, e-WOM has a significant effect on purchase intention in NBS skincare products at Shopee. Positive reviews and recommendations from previous consumers, both through social media and e-commerce platforms, have a real influence in increasing purchase intention of NBS products among consumers in Pekanbaru City. This results underlines the importance of e-WOM as a strategic element in product marketing. Second, Instagram Marketing has a Significant Positive Effect on Purchase Intention. Marketing through Instagram, which relies on attractive visual content and direct interaction with the audience, can increase consumer purchase intention. This indicates the importance of using social media platforms, especially Instagram, in influencing consumer purchase intention. The link between attractive visuals and creative content is a major factor in building product purchase intention. Third, Brand image has a significant positive effect on purchase intention. Consumer perceptions of various aspects of the brand, such as product choice and brand quality, are important in increasing product trust and attractiveness. These results emphasize the importance of companies building and maintaining a strong brand image in order to increase product purchase intention. Fourth, e-WOM has a significant positive effect on purchase intention through brand image. Mediation testing shows that e-WOM has a significant effect on purchase intention, with brand image functioning as a mediator. This shows that e-WOM not only influences purchase intention directly but also through increasing positive brand image. Positive reviews and recommendations from consumers strengthen brand image, which in turn increases consumer purchase intention in NBS products. Fifth, Instagram marketing has a significant positive effect on purchase intention through brand image. Instagram media marketing increases consumer purchase intention. Thus, social media platforms are not only a product promotion tool but also a strategic means to build a positive brand image.

Suggestions

There are several conclusions drawn in this research, including first, to improve the indicator “I received information about the choice of NBS brand skincare products at Shopee” in the content dimension, namely increasing more detailed product descriptions, providing easier product selection filters or categories, adding more detailed reviews, and creating educational content

about product choices. Second, to improve the indicator “I perceive that the content used to market NBS products is very interesting” in the Content Creation dimension, namely it should focus on improving the quality and attractiveness of the content presented. The company can conduct a more in-depth analysis of the preferences and needs of the target audience so that the content created is more relevant and interesting. Third, To improve the indicators “I perceive that the NBS product brand really prioritizes benefits” and “I feel that the name on the NBS product brand is attractive” in the dimensions of brand association strength and brand association strength, namely to increase positive perceptions of products, companies need to place more emphasis on product benefits that are clear and relevant to consumer needs. Fourth, to increase the indicator “I will search for information about new NBS product variants on Shopee.” In the attractiveness dimension, companies can strengthen communication and marketing strategies, such as increasing product visibility through advertising on social media or e-commerce platforms such as Shopee.

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