



# Brand Attitude and Brand Awareness as Intervening Between E-Wom and Purchase Decision on Scarlett Brand in Yogyakarta

Novianti Putri Ramadani<sup>1\*</sup>, Agus Dwi Cahya<sup>2</sup>, Elisabeth Rotua Simamora<sup>3</sup>, Budi Setiawan<sup>4</sup>

<sup>1,2,4</sup> Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia

<sup>3</sup> Universitas Semarang, Semarang, Indonesia

\*Corresponding author. Email: [noviantiputriramadani@gmail.com](mailto:noviantiputriramadani@gmail.com)

## ABSTRACT

The objective of this study is to analyze how Electronic Word of Mouth influences the Purchase Decision of the Scarlett brand in Yogyakarta. This research also aims to understand the role of Brand Attitude and Brand Awareness as mediating variables in the relationship between Electronic Word of Mouth and Purchase Decision. Data were collected from 160 respondents. The sample consisted of individuals in Yogyakarta who had used and purchased products from the Scarlett Whitening brand, were between 18 and 40 years old, and used social media and e-commerce. The sampling technique used was purposive sampling. The research findings show that Electronic Word of Mouth has a positive and significant influence on Purchase Decision. The results indicate that positive Brand Attitude can mediate the relationship between Electronic Word of Mouth and Purchase Decision. Similarly, Brand Awareness is also found to positively mediate the relationship between Electronic Word of Mouth and Purchase Decision. Based on these findings, the study emphasizes the importance for companies to maintain positive Electronic Word of Mouth, a strong Brand Attitude, and superior Brand Awareness to effectively influence consumers' Purchase Decisions.

**Keywords:** *E-WOM, Brand Attitude, Brand Awareness, Purchase Decision.*

## 1. INTRODUCTION

In today's digital era, advancements in information and communication technology, such as the internet, have changed to lifestyles, culture, and social behavior in various aspects of life. Consumer behavior has evolved to keep up with the times, making it crucial for the current generation to explore and understand the internet. The internet offers numerous conveniences in life, making consumer behavior easier, especially when using social media, and it has become inseparable from the use of the internet. In Indonesia, the Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 reached 221,563,479 people out of a total population of 278,696,200 in 2023 [1].

The dissemination of information is crucial for companies to introduce their products to the public. Information can be conveyed through various communication channels, and one of the most effective today is through social media platforms. Through social media, word of mouth is no longer limited to individuals; it can now be carried out by everyone, without boundaries, worldwide. This phenomenon has given rise to Electronic Word of Mouth (e-WOM). e-WOM occurs across various online channels such as discussion forums, customer reviews, ratings, video reviews, or content created by other consumers before purchasing anything they need.

The business world is currently experiencing significant growth, particularly in the cosmetics industry. According to data published by the UK-based Research and Markets, global cosmetics sales were estimated to be worth \$143.5 billion in 2020 and are expected to grow at a compound annual growth rate of 3.6% per year during this period [2]. The Indonesian cosmetics industry has also experienced significant growth. The sector grew by 21.9%, from 913 companies in 2022 to 1,010 companies by mid-2023 [3].

Given its vast and diverse market, it's no surprise that new local beauty brands emerge daily, one of which is Scarlett Whitening by Felicia Angelista. Scarlett is one of Indonesia's local body care brands, which Felicya Angelista launched. Scarlett's skincare line includes body care and facial care products. Scarlett's popularity among consumers is because it meets their needs, effectively influencing their purchasing decisions.

Data from [4] indicates that from June 4, 2023, to October 15, 2023, the trend for Scarlett Whitening was superior to that of Ponds Flawless White Deep Whitening. After October 15, 2023, through January 2024, the trend for Scarlett experienced inconsistent fluctuations. During this period, Scarlett's performance showed unpredictable ups and downs. Subsequently, from February 2024 to June 2024, the trend for Scarlett Whitening remained flat and did not increase. The data indicates that Scarlett Whitening's product sales may experience ups and downs.

Purchase Decision can occur due to Electronic Word of Mouth (e-WOM). [5] They have conducted research on the relationship between Electronic Word of Mouth and purchase decisions. The results of their study indicate that Electronic Word of Mouth has a significant impact on Purchase Intention. Other studies have also investigated Electronic Word of Mouth and Purchase Decision, including research conducted by [6], which indicates that Electronic Word of Mouth has a positive impact on Purchase Decision.

The research conducted by [7] proves that Electronic Word of Mouth significantly influences on Purchase Decision. Meanwhile, studies on Electronic Word of Mouth regarding Purchase Decision have also been previously conducted, but with different results. The research conducted by [8] states that Electronic Word of Mouth does not significantly impact on Purchase Decision.

In this study, the Theory of Planned Behavior serves as the foundation for the research. TPB is a theory that explains the causes of behavioral intentions. [9] Developing a theory is crucial for examining the relationship between attitude and behavior. It explores how an attitude can manifest as behavior. This study outlines how E-WOM influences Brand Attitude, Brand Awareness, and Purchase Decision. The reason for using the Theory of Planned Behavior (TPB) is the presence of the variables Brand Attitude and Purchase Decision. In research by [10], the variables Brand Attitude and Purchase Decision are also present, along with the Theory of Planned Behavior (TPB).

## **2. LITERATURE REVIEW**

### ***2.1. Theory Planned of Behaviour (TPB)***

The Theory of Planned Behavior (TPB) is a psychological theory that explains the determinants of individual intentions and behaviors. The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) developed by Ajzen and Martin Fishbein in 1975 [9]. Due to the limitations of the early models in dealing with behavior over which people do not have full control. The Theory of Planned Behavior (TPB) states that behavioral intention best predict of actual behavior [11]. [12] It is stated that the Theory of Planned Behavior (TPB) is a robust theory for predicting or explaining behavior. The Theory of Planned Behavior (TPB) explains the extent of effort an individual is willing to exert and how much effort is put into accomplishing something [13][14].

### ***2.2. Electronic Word of Mouth (E-WOM)***

Electronic Word of Mouth is an extension of traditional Word of Mouth, where conversations about consumer experiences in using products voluntarily and independently serve as a popular way for consumers to obtain information about products from the experiences of other consumers who have used those products [15]. E-WOM has a significant impact on Purchase Decision. In the study by [16], it was found that Electronic Word of Mouth has a significant influence on Purchase Decision on Bukalapak.com.

[17], Also found that Electronic Word of Mouth has a positive impact on the Purchase Decision of Samsung products. [18] Demonstrated that positive Electronic Word of Mouth significantly influences purchasing decisions. This combination of findings supports the hypothesis that brand image has a positively affects on consumers' purchasing decisions.

H1: Electronic Word of Mouth has a significant influence on purchase decisions.

### ***2.3. Brand Attitude***

Brand attitude is defined as the overall evaluation of a brand and reflects consumers' reactions to the brand [19]. When consumers consistently see positive comments and good feedback, they tend to have a more positive attitude toward the brand. In addition, Electronic Word of Mouth allows direct communication between consumers, allowing them to ask questions and receive answers from other experienced users, thereby increasing their trust and positive attitude toward the brand [20]. [21] Research has been conducted on the influence of Electronic Word of Mouth on Brand Attitude, and the results indicate that Electronic Word of Mouth positively affects Brand Attitude through the mediating role of brand image in the fashion e-commerce platform Shopee in Denpasar.

[22] Additionally, studied the effects of Facebook reaction icons and user comments on brand attitude, trust, information search, purchase intention, and eWOM intention regarding health brands, as well as the potential moderating effects of SNS usage. The results showed that Electronic Word of Mouth significantly impacts on Brand Attitude. This combination of findings supports the hypothesis that brand image positively effect on consumers' purchasing decisions [23]. This combination of findings supports the hypothesis that brand image positively affects on purchase decisions.

H2: Electronic Word of Mouth has a significant influence on Brand Attitude.

## **2.4. Brand Awareness**

Brand Awareness is defined as the consumer's ability to recognize and recall a brand within a specific product category [24]. [25] Brand Awareness refers to how consumers associate a brand with the desired products. Brand awareness is built and enhanced through outreach activities via social media marketing.

When consumers share reviews, recommendations, or their experiences with a brand on digital platforms such as social media, forums, or review sites, this information can spread rapidly and reach many people who may not have heard of the brand before. [26]. Electronic Word of Mouth is often considered more trustworthy information because it comes from consumers who are perceived as more objective. As discussions and positive reviews about a brand increase on online platforms, consumer awareness of the brand may also rise.

[27] Research has been conducted on the influence of Electronic Word of Mouth on Brand Awareness, the results indicate that Electronic Word of Mouth positively affects Brand Awareness, particularly in Ice Cream Store (X). This study explains brand awareness and trust were identified as having a partial mediating effect in the relationship between social media marketing, e-WOM, and purchase decisions. The study highlights the managerial importance of enhancing social media marketing, e-WOM, trust, and brand awareness to impact purchasing decision positively.

[28] It was found that Electronic Word of Mouth positively impacts Brand Awareness in this study of the beauty brand Secondate, which conducted a buzz marketing campaign during its initial launch. Instead of using a buzzer, Secondate employed more than 20 Indonesian influencers to create buzz on social media and enhance brand awareness for the Secondate brand.

[29] It is demonstrated that Electronic Word of Mouth significantly impacts Brand Awareness. This study defines Electronic Word of Mouth as a means to market products or services and enhance brand awareness. The research uses TikTok as a social media platform capable of quickly conveying information through its comment and sharing features. This combination of findings supports the hypothesis that Electronic Word of Mouth has a significant influence on Brand Awareness.

H3: Electronic Word of Mouth has a significant influence on Brand Awareness.

## **2.5. Purchase Decision**

According to [30], Purchase Decision is the process by which customers are guided to recognize their needs, make decisions, and select a specific brand or product. The purchase decision is the final outcome that indicates the extent to which marketers have successfully promoted the product to consumers [31][32].

[33] It was found that an assertive Brand Attitude can influence the Purchase Decision among consumers of Nivea products in Yogyakarta, and the results indicate that Brand Attitude has a positive effect on Purchase Decision. [34] It emphasizes that brand attitude, or consumers' overall evaluation of a brand, can serve as the basis for purchase intentions and actual behavior. Brand attitude determines consumers' decisions when selecting a brand. [35] It also highlights the relationship between Brand Attitude and Purchase Decision at Batik Jetis Sidoarjo. The results indicate that Brand Attitude has a significant impact on Purchase Decision. All these studies underscore that a positive Brand Attitude is crucial in influencing Purchase Decision.

H4: Brand Attitude has a significant influence on Purchase Decision.

According to [36], high Brand Awareness can increase consumers' confidence that they are making the right choice. [37] as previously researched the influence of Brand Awareness on Purchase Decision for Bir Bintang Zero, and the results indicate that Brand Awareness positively affects Purchase Decision.

[38] It emphasizes that superior Brand Awareness on the Shopee e-commerce platform can enhance purchase decisions among Shopee users at SMA Muhammadiyah 5 Karanggeneng. They demonstrate that brand awareness can be understood as the greater our awareness of a brand, the easier it becomes for us to make purchasing decisions.

[39] It also examines the influence of Brand Awareness on purchase decisions on online platforms, and the results are consistent with other studies. Specifically, Brand Awareness has a positive effect on Purchase Decision. The study also states that the higher the consumers' brand awareness, the higher their purchase decisions will be. This finding is consistent with the general understanding that Brand Awareness significantly enhances Purchase Decisions [40].

H5: Brand Awareness has a significant influence on Purchase Decision.

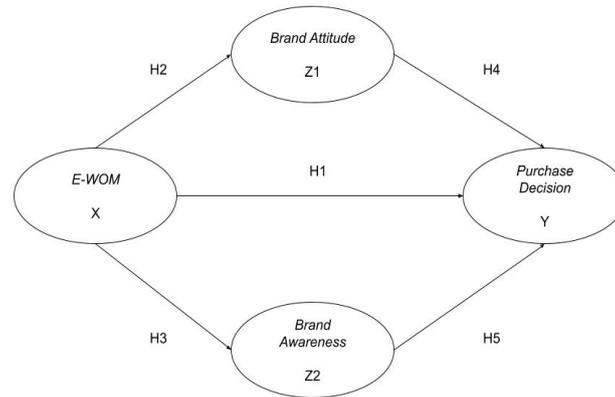


Figure 2.1 Research Model

### 3. METHODOLOGY

This research uses a quantitative design that utilizes SMART PLS to analyze the relationship between Electronic word of mouth, Brand Awareness, Brand Attitude, and purchasing decisions for the Scarlett Brand in Yogyakarta. The model is evaluated based on direct and indirect effects to understand the complex relationships among these variables. The sample consists of people in Yogyakarta who have used and purchased products from the Scarlett Whitening brand, are between 18 and 40, and use social media and e-commerce. The research uses a sampling technique called purposive sampling to determine and select a sample from a population whose exact number is unknown.

A structured questionnaire was distributed both online and in person to collect data. The survey includes questions about Electronic Word of Mouth, Brand Attitude, Brand Awareness, and purchasing decisions. The target sample size was determined using data analysis to ensure sufficient statistical data for SMART PLS analysis. Data was collected from a total of 160 respondents.

### 4. RESULT

This section presents the main findings of the research that was conducted. The data obtained has been analyzed to answer the research questions and test the formulated hypotheses.

Table 4.1. Outer loading -Mean, STDEV, T value, p values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
X.1 <- E-WOM	0.799	0.794	0.046	17.420	0.000
X.2 <- E-WOM	0.753	0.752	0.050	15.197	0.000
X.3 <- E-WOM	0.846	0.841	0.038	22.064	0.000
X.4 <- E-WOM	0.762	0.758	0.038	20.196	0.000
Y.1 <- Purchase_Decision	0.785	0.782	0.049	16.147	0.000
Y.2 <- Purchase_Decision	0.874	0.873	0.027	31.884	0.000
Y.3 <- Purchase_Decision	0.704	0.697	0.052	13.426	0.000
Y.4 <- Purchase_Decision	0.843	0.841	0.039	21.882	0.000
Z1.1 <- Brand_Attitude	0.775	0.768	0.047	16.372	0.000
Z1.2 <- Brand_Attitude	0.801	0.799	0.043	18.736	0.000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Z1.3 <- Brand_Attitude	0.747	0.739	0.051	14.773	0.000
Z1.4 <- Brand_Attitude	0.843	0.844	0.025	34.071	0.000
Z2.1 <- Brand_Awareness	0.806	0.805	0.037	21.594	0.000
Z2.2 <- Brand_Awareness	0.713	0.706	0.055	12.970	0.000
Z2.3 <- Brand_Awareness	0.759	0.754	0.047	16.142	0.000
Z2.4 <- Brand_Awareness	0.772	0.769	0.039	19.639	0.000

The table presented shows that all P-values are 0.000, indicating that the difference between the original sample mean and the overall mean is statistically significant for all measurement items studied. The result suggests that each measurement item contributes significantly to determining the measured construct or factor. The high T-statistic values for most rows also indicate that the indirect effects are relatively large compared to the standard deviation, adding further evidence of the statistical significance of the results. Overall, the table results indicate that the measurement items selected to represent specific constructs or factors in this study have strong validity and are reliable for measuring their intended measures.

**Table 4.2. Path Coefficients Mean, STDEV, T-Values, P-Values**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Brand_Attitude-> Purchase_Decision	0.308	0.308	0.079	3.897	0.000
Brand_Awareness-> Purchase_Decision	0.327	0.323	0.067	4.886	0.000
E-WOM-> Brand_Attitude	0.638	0.641	0.068	9.377	0.000
E-WOM-> Brand_Awareness	0.539	0.545	0.082	6.600	0.000
E-WOM-> Purchase_Decision	0.222	0.224	0.081	2.730	0.006

The table presented shows that most P-values are 0.000, indicating that the relationships between the studied constructs are highly statistically significant. Only the P-value for the relationship between E-WOM and Purchase Decision (0.006) indicates statistical significance at a high level (we typically use a significance level of 0.05). Overall, the table results suggest a statistically significant relationship between most of the constructs analyzed, further confirming the model's robustness and the hypothesized relationships' validity.

**Table 4.3. Specific Indirect Effects Mean, STDEV, T-Values, P-Values**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
E-WOM-> Brand_Attitude -> Purchase_Decision	0.196	0.198	0.057	3.455	0.001
E-WOM-> Brand_Awareness-> Purchase_Decision	0.177	0.176	0.045	3.966	0.000

The influence of E-WOM on purchase decision mediated by brand attitude resulted in a path coefficient of 0.196 (T-statistic 3.455 > 1.96 and P-value 0.001 < 0.05). Thus, brand attitude can significantly mediate the effect of E-WOM on purchase decision. The influence of E-WOM on purchase decision mediated by brand awareness resulted in a path

coefficient of 0.177 (T-statistic  $3.966 > 1.96$  and P-value  $0.000 < 0.05$ ). Therefore, it can be concluded that brand awareness can significantly mediate the effect of E-WOM on purchase decision.

## 5. DISCUSSION

The results of this study provide insights into Electronic Word of Mouth, Brand Attitude, Brand Awareness, and Purchase Decision. All outcomes support the proposed hypotheses. This section discusses the implications of these findings in relation of previous research.

The Influence of E-WOM on Purchase Decision aligns with [38], who stated that positive E-WOM can influence purchase decisions. In this study, the path coefficient calculation shows that the effect of E-WOM on purchase decision is 0.222, with a T-statistic of 2.730 and a P-value of 0.006. The positive path coefficient indicates a direct relationship, meaning that the better the E-WOM, the stronger the purchase decision. With a T-statistic of  $2.730 > 1.96$  and a P-value of  $0.006 < 0.05$ , H1 is accepted. Thus, E-WOM has a significant influence on the purchase decisions.

Furthermore, the influence of E-WOM on brand attitude aligns with the research by [17] which also found that Electronic Word of Mouth has a positive effect on the Purchase Decision of Samsung products. This study obtained a path coefficient of 0.638, with a T-statistic of  $9.377 > 1.96$  and a P-value of  $0.000 < 0.05$ . Thus, H2 is accepted. The result means that E-WOM has a significant influence on brand attitude.

The relationship between the influence of E-WOM on brand awareness also yielded significant results. This study obtained a path coefficient of 0.539, with a T-statistic of  $6.600 > 1.96$  and a P-value of  $0.000 < 0.05$ . Thus, H3 is accepted. Therefore, E-WOM has a significant influence on brand awareness. According to previous research [29] it has been proven that Electronic Word of Mouth has a significant influence on Brand Awareness. This research defines Electronic Word of Mouth as a means to market products or services and enhance brand awareness.

Brand attitude has a positive relationship with purchase decision. This research obtained a path coefficient of 0.308 with a T-statistic of  $3.897 > 1.96$  and a P-value of  $0.000 < 0.05$ , so H4 was accepted. Therefore, brand attitude has a significant effect on purchase decision. Supports the theory of planned behavior [9]. This is consistent with the research findings and aligns with the Theory of Planned Behavior presented in the study. [10], A person's positive attitude toward a brand is one of the crucial factors influencing purchase intention and behavior. Therefore, the better the consumer's attitude toward a brand, the more likely they will purchase products from that brand.

The effect of brand awareness on purchase decision was obtained with a path coefficient of 0.327, a T-statistic of  $4.886 > 1.96$ , and a P-value of  $0.000 < 0.05$ , which means H5 is accepted. Thus, there is a significant effect of brand awareness on purchase decision. These results are consistent with the study conducted by [39], where brand awareness plays an important role in influencing consumers to make purchases.

## 6. CONCLUSION

Electronic Word of Mouth (e-WOM) has been proven to have a significant and positive impact on purchase decision. This indicates that positive reviews play an important role in influencing consumer decisions, as seen with Scarlett brand consumers in Yogyakarta. In addition, e-WOM can also influence consumer attitudes toward the brand (brand attitude). When consumers are exposed to positive reviews, it tends to shape a better evaluation of the brand, which can encourage consumers to make purchase decisions. Moreover, e-WOM also plays a crucial role in enhancing brand awareness among consumers. With the presence of reviews or discussions about a brand online, consumers become more aware of the brand's existence. Brand attitude has been shown to have a significant impact on purchase decisions, indicating that the better the consumer's attitude toward a brand, the greater the likelihood they will purchase products from that brand.

Finally, brand awareness also has a significant impact on purchase decisions, where an increase in awareness of a brand makes consumers more likely to choose products from that brand. Thus, e-WOM, brand attitude, and brand awareness play a crucial role in influencing consumers' purchase decisions. In conclusion, this study highlights the importance of enhancing superior electronic word of mouth (e-WOM) to encourage positive brand attitude and high brand awareness, ultimately influencing purchase decisions regarding the Scarlett brand in Yogyakarta. These findings indicate that positive online reviews and recommendations can strengthen consumer attitudes toward the brand and enhance awareness of that brand, thereby encouraging consumers to make purchases. Future research can explore how other factors, such as consumer engagement, brand loyalty, and product quality, also play a role in influencing purchase decision. Thus, a more comprehensive approach to digital marketing strategies can better maximize the impact on consumer behavior.

## REFERENCES

- [1] D. Iradat, "Survei APJII: Pengguna Internet Indonesia Tembus 221 Juta Orang," *CNN INDONESIA*, 2024. <https://www.cnnindonesia.com/teknologi/20240131152906-213-1056781/survei-apjii-pengguna-internet->

indonesia-tembus-221-juta-orang

- [2] I. Kartika Chandra Puspita, “The Effect Of Online Customer Reviews And Celebrity Endorsements On Purchase Intention (Study on Scarlett Whitening with Trust as Moderation),” *EQien J. Ekon. dan Bisnis*, vol. 11, no. 3, pp. 682–689, 2022.
- [3] KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN REPUBLIK INDONESIA, “Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy,” *KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN REPUBLIK INDONESIA*, 2024. <https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy>
- [4] “google rend.”  
<https://trends.google.co.id/trends/explore?geo=ID&q=%2Fg%2F11sygbb55n,%2Fg%2F11h8k8784g&hl=id>
- [5] D. M. Bhuvaneswari, D. S. Kamalasaravanan, V. Kanimozhi, and D. M. Yegammai, “A study on impact of electronic word of mouth on consumers purchase decision,” *Int. J. Multidiscip. Trends*, vol. 4, no. 1, pp. 01–05, 2022, doi: 10.22271/multi.2022.v4.i1a.107.
- [6] R. Jith, E. Benjamin, J. Joju, P. K. Manoj, and K. S. Ganesh, “Electronic Word Of Mouth ( Ewom ) And Consumer Purchase Decision Making : A Study In The Digital Economy Of Kerala,” *J. Posit. Sch. Psychol.*, vol. 6, no. 6, pp. 9301–9309, 2022, [Online]. Available: <http://journalppw.com>
- [7] H. F. Kurniawan, A. Setiawan, and M. Musthofa, “Electronic Word of Mouth (EWOM) and Impulse Buying Affect Purchasing Decisions on Game Items,” *Devot. J. Res. Community Serv.*, vol. 4, no. 7, pp. 1448–1454, 2023, doi: 10.59188/devotion.v4i7.518.
- [8] M. Badir and A. L. Andjarwati, “The Effect of E-WOM, Ease of Use and Trust on Purchase Decisions (Study on Tokopedia Application Users),” *J. Minds Manaj. Ide dan Inspirasi*, vol. 7, no. 1, p. 39, 2020, doi: 10.24252/minds.v7i1.13715.
- [9] I. Ajzen, “The theory of planned behavior,” *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179–211, 1991, doi: 10.1016/0749-5978(91)90020-T.
- [10] P. Rustagi and A. Prakash, “Review on Consumer’S Attitude & Purchase Behavioral Intention Towards Green Food Products,” *Int. J. Health Sci. (Qassim).*, vol. 6, no. May, pp. 9257–9273, 2022, doi: 10.53730/ijhs.v6ns1.7092.
- [11] M. P. Opoku, M. Cuskelly, S. J. Pedersen, and C. S. Rayner, “Applying the theory of planned behaviour in assessments of teachers’ intentions towards practicing inclusive education: a scoping review,” *Eur. J. Spec. Needs Educ.*, vol. 36, no. 4, pp. 577–592, 2021, doi: 10.1080/08856257.2020.1779979.
- [12] T. Mariana, D. Suhartanto, and A. I. Gunawan, “Prediksi Minat Beli Makanan Cepat Saji Halal: Aplikasi Theory of Planned Behavior,” *Pros. Ind. Res. Work. Natl. Semin.*, vol. 11, no. 1, pp. 1180–1185, 2020.
- [13] D. R. A. Sukma, H. B. Putra, and B. Sutejo, “Sikap, Norma Subjektif, dan Kontrol Perilaku Terhadap Niat Membeli Produk Kosmetik Halal oleh Konsumen Muda,” *J. Manag. Bussines*, vol. 5, no. 1, pp. 833–851, 2023, doi: 10.31539/jomb.v5i1.5785.
- [14] E. R. Simamora, N. Farida, F. Indriani, and B. Setiawan, “Determinants of Intention of Electronic Waste Recycling: Application of Theory of Planned Behavior,” *J. Asian Financ. Econ. Bus.*, vol. 8, no. 3, pp. 1095–1100, 2021, doi: 10.13106/jafeb.2021.vol8.no3.1095.
- [15] M. A. Hossain, N. Jahan, Y. Fang, S. Hoque, and M. S. Hossain, “Nexus of electronic word-of-mouth to social networking sites: A sustainable chatter of new digital social media,” *Sustain.*, vol. 11, no. 3, pp. 1–14, 2019, doi: 10.3390/su11030759.
- [16] Iman Prayoga and M. Rachman Mulyandi, “Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Fore Coffee,” *J. Syntax Transform.*, vol. 1, no. 5, pp. 136–140, 2020, doi: 10.46799/jst.v1i5.60.
- [17] A. R. Saraswati and I. G. A. K. Giantari, “Brand image mediation of product quality and electronic word of mouth on purchase decision,” *Int. Res. J. Manag. IT Soc. Sci.*, vol. 9, no. 1, pp. 97–109, 2022, doi: 10.21744/irjmis.v9n1.2012.
- [18] R. B. Porto, E. A. de Morais Watanabe, M. M. A. Barrozo, and E. X. de Souza, “Electronic Word-of-Mouth Advertising Versus Brand Strength: Effects on Consumers’ Purchasing Decision,” *Int. J. Prof. Bus. Rev.*, vol. 7,

- no. 1, pp. 1–28, 2022, doi: 10.26668/businessreview/2022.v7i1.250.
- [19] P. Foroudi, “Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry’s brand performance,” *Int. J. Hosp. Manag.*, vol. 76, no. October 2017, pp. 271–285, 2019, doi: 10.1016/j.ijhm.2018.05.016.
- [20] L. Purwianti and Niawati, “Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention Abstrak,” *SEIKO J. Manag. Bus.*, vol. 5, no. 1, pp. 2022–356, 2022, [Online]. Available: <https://doi.org/10.37531/sejaman.v5i1.1664>
- [21] N. N. K. Y. Wayan Arisna Pratiwi, “The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth on Brand Attitude of Shopee Fashion E-Commerce in Denpasar,” vol. 11, no. 15, pp. 89–96, 2019, doi: 10.7176/EJBM.
- [22] Y. I. Lee, J. Phua, and T. Y. Wu, “Marketing a health Brand on Facebook: Effects of reaction icons and user comments on brand attitude, trust, purchase intention, and eWOM intention,” *Health Mark. Q.*, vol. 37, no. 2, pp. 138–154, 2020, doi: 10.1080/07359683.2020.1754049.
- [23] I. G. Padi and G. Suparna, “The Role of Brand Attitude Mediates the Effect of Electronic Word of Mouth on Purchase Intention at Sekopi Coffee Shop In Denpasar City,” *Am. J. Humanit. Soc. Sci. Res. Am. J. Humanit. Soc. Sci. Res.*, no. 5, pp. 414–427, 2021, [Online]. Available: [www.ajhssr.com](http://www.ajhssr.com)
- [24] K. Alam *et al.*, “Relationship between Brand Awareness and Customer Loyalty in Bangladesh,” *J. Knowl. Learn. Sci. Technol. ISSN 2959-6386*, vol. 2, no. 3, pp. 212–222, 2023, doi: 10.60087/jklst.vol2.n3.p222.
- [25] T. TiffaErsantika Alhamdina and A. Hartono, “The Impact Of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform,” *Int. J. Sci. Technol. Manag.*, vol. 4, no. 3, pp. 653–665, 2023, doi: 10.46729/ijstm.v4i3.832.
- [26] S. J. R. N.A., “Impact of Electronic Word -of- Mouth on Brand Awareness in the Video Game Sector: A Study on Digital Happiness,” *Int. J. Trade Glob. Mark.*, vol. 13, no. 1, p. 1, 2020, doi: 10.1504/ijtgm.2020.10021566.
- [27] R. R. R. Citrasumidi and L. H. Pasaribu, “Analysis of the Influence of Social Media Marketing and E-WOM on Purchase Decisions Mediated by Brand Awareness and Trust at ‘X’ Ice Cream Outlets,” *Int. J. Soc. Serv. Res.*, vol. 3, no. 12, pp. 3137–3156, 2023, doi: 10.46799/ijssr.v3i12.614.
- [28] Putri Santika Vania, “Impact of Electronic Word of Mouth Using Influencers on Brand Awareness and Purchase Intention SANTIKA VANIA PUTRI,” *J. Strateg. Commun.*, vol. 13, no. 1, pp. 11–25, 2022.
- [29] J. Abiyaya Mirza and R. Hasanah Sudradjat, “The Influence of Electronic Word of Mouth ‘Sudut Pandang’ Bandung On TikTok to Brand Awareness,” *Daengku J. Humanit. Soc. Sci. Innov.*, vol. 3, no. 4, pp. 620–628, 2023, doi: 10.35877/454ri.daengku1888.
- [30] F. Komalasari, A. Christianto, and E. Ganiarto, “Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta,” *BISNIS BIROKRASI J. Ilmu Adm. dan Organ.*, vol. 28, no. 1, 2021, doi: 10.20476/jbb.v28i1.1290.
- [31] J. R. Hanaysha, “An examination of the factors affecting consumer’s purchase decision in the Malaysian retail market,” *PSU Res. Rev.*, vol. 2, no. 1, pp. 7–23, 2018, doi: 10.1108/PRR-08-2017-0034.
- [32] B. Setiawan, Vincent, and Andriyansah, “The Effects of Brand Image on Online Perceived Quality, Online Brand Personality and Purchase Intention,” *Int. J. Econ. Bus. Adm.*, vol. V, no. Issue 3, pp. 70–80, 2017, doi: 10.35808/ijeba/136.
- [33] J. A. Sari, H. Welsa, N. K. Ningrum, F. Ekonomi, and U. Sarjanawiyata, “Pengaruh Sikap Merek dan Persepsi Kualitas terhadap Keputusan Pembelian dengan Citra Merek sebagai Variabel Mediasi Junita,” vol. 14, no. 1, pp. 51–60, 2022.
- [34] F. Apsyari, S. T. Raharjo, and B. E-commerce, “MEREK SEBAGAI VARIABEL INTERVENING PADA ONLINE TRAVEL AGENT TIKET . COM,” vol. 7, pp. 1–10, 2018.
- [35] M. M. Mubarak, “The effect of brand image and consumer attitudes on the deci- sion to purchase Batik Jetis Sidoarjo mediated by intent to buy,” vol. 21, no. 1, pp. 105–116, 2018, doi: 10.14414/jebav.1134.
- [36] A. Dabbous and K. A. Barakat, “Bridging the online offline gap: Assessing the impact of brands’ social network content quality on brand awareness and purchase intention,” *J. Retail. Consum. Serv.*, vol. 53, no. November 2018, p. 101966, 2020, doi: 10.1016/j.jretconser.2019.101966.

- [37] W. Kharismatyawati and Janfry Sihite, “The Influence of Brand Image, Brand Awareness and Consumer Attitude on the Purchase Decision of Non-Alcoholic Beers With Purchase Interest as a Mediator Variable,” *Dinasti Int. J. Digit. Bus. Manag.*, vol. 4, no. 5, pp. 980–993, 2023, doi: 10.31933/dijdbm.v4i5.2019.
- [38] Y. T. Ratnasari, M. D. A, S. Musarofah, and D. Puji, “The Effect Of Brand Awareness , Promotion On Purchase Decision With Customer Satisfaction As A Moderation Variable study on shopee users at Muhammadiyah 5 Karanggeneng High School ),” *Int. J. Econ. Bus. Inov. Res.*, vol. 02, no. 04, pp. 683–694, 2023.
- [39] C. Clarissa and I. Bernarto, “The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace,” *Bus. Entrep. Rev.*, vol. 22, no. 2, pp. 273–288, 2022, doi: 10.25105/ber.v22i2.14966.
- [40] E. R. Simamora, F. Indriani, and B. Setiawan, “Green brand perceived value: A driver for attitude toward green brand extension,” *J. Environ. Manag. Tour.*, vol. 12, no. 7, pp. 1906–1913, 2021, doi: 10.14505/jemt.v12.7(55).16.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

