

# The Influence Of Electronic Word Of Mouth (E-Wom) On Maybelline Cosmetics Purchase Intention: Mediating Effect Of Brand Image And Brand Integrity

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## Abstract

In today's dynamic digital environment, Electronic Word of Mouth (e-WOM) emerges as a powerful force that shapes consumer decisions—particularly in the beauty and cosmetics industry where consumer trust is crucial. This study investigates the influence of e-WOM on consumers' purchase intention toward Maybelline cosmetics, emphasizing the mediating roles of brand image and brand integrity. Employing a quantitative approach, data were gathered from 385 active social media users in Indonesia who use Maybelline products. The data were examined utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results show that e-WOM significantly enhances both brand image and brand integrity, which in turn positively influence consumers' purchase intentions. These mediating variables play a crucial role in strengthening the connection between online consumer conversations and actual buying behavior. The study contributes to the digital marketing literature by offering insights into how cosmetics brands can strategically leverage e-WOM to build trust, enhance brand perception, and drive purchase decisions. Practical implications suggest that consistent brand communication and ethical values, combined with effective digital engagement, are key to increasing consumer loyalty and market competitiveness.

**Keywords:** e-WOM, Brand Image, Brand Integrity, Purchase Intention, Cosmetics.

## I. INTRODUCTION

The rapid advancement of digital technology supported by the high internet penetration rate in Indonesia has revolutionized people's consumption behavior, especially in the cosmetic industry. By January 2024, around 185.3 million Indonesians will be connected to the internet, with the majority accessing via mobile phones (Rizti, 2024). This ease of access has led to the emergence of the Electronic Word of Mouth (e-WOM) phenomenon, which is online communication between consumers in the form of reviews, testimonials, and product recommendations spread through social media, blogs, and videos (Rahmah & Supriyono, 2022; Verma & Dewani, 2021). A study from Statista (2024) revealed that more than 60% of Indonesian consumers rely on customer reviews in making purchasing decisions, especially beauty products.

In this digital era, the internet not only serves as a medium of communication and information but also becomes the main driver of business growth and the formation of new consumer habits that are important for the sustainability of the company (Rachmawati & Damayanti, 2022). This is particularly relevant in the context of the cosmetics industry, where e-WOM plays a crucial role because the personalized nature of products makes consumers highly dependent on the experiences of others. Putri & Nofri's, (2023) states that e-WOM can influence purchase intention directly or through brand perception. Maybelline is one example of a brand that successfully utilizes e-WOM through collaboration with influencers and the use of social media such as Instagram, TikTok, and YouTube (Shastri, 2023). As a result, Maybelline managed to become the top brand in e-commerce sales with a value of IDR28.5 billion (Compass, 2024) also dominated the Top Brand index for mascara and lipstick categories (Top Brand Award, 2024).

Furthermore, brand image and brand integrity are two important factors that mediate the influence of e-WOM on purchase intention. Boateng (2021) emphasizes that trust in brands is formed from the quality of information received online. However, research on the mechanism of the relationship between e-WOM, brand image, brand integrity, and

purchase intention in the context of cosmetic brands in Indonesia is still limited, as most previous studies focused on other industries or used samples from western countries with different consumer characteristics (Widodo et al., 2023).

The objective of this research is to explore the impact of electronic word of mouth (e-WOM) on consumers' purchase intentions for Maybelline cosmetic products in Indonesia, considering the mediating effects of brand image and brand integrity. The results are expected to enhance the body of knowledge in digital marketing theory and offer practical insights for beauty industry professionals to develop effective digital communication strategies.

## II. LITERATURE REVIEW

### A. Marketing

Marketing is about discovering and meeting human and social needs in a way that aligns with organizational goals. This process not only includes meeting human and social needs, but must also be aligned with organizational goals (Kotler et al., 2022:29). According to Saleh & Said (2019), Marketing is part of the organization that is responsible for creating and delivering value to consumers through exchange mechanisms, while managing relationships that provide benefits to both parties. These activities include product development, distribution planning, sales strategies, advertising, and maintaining product quality (Mantiri et al., 2022). Priansa, (2017:30) adds that marketing not only produces the use value of place, time, and form, but also the value of ownership that drives transactions.

### B. Digital Marketing

Digital Marketing involves the integration of modern communication tools, including online platforms, analytical information, and technological advancements, with traditional marketing approaches to achieve promotional goals efficiently. (Chaffey & Chadwick, 2019:9). This modern approach has transformed how products are presented and greatly impacted consumer behavior (Sharma, 2024). It offers a more efficient and modern alternative compared to manual traditional marketing techniques (Asiani, 2024:61). Digital media channels have become integral to most marketing campaigns (Chaffey & Chadwick, 2019:26), with tools like display ads, PPC, SEO, affiliate marketing, email marketing, landing pages, rich media, and digital analytics being key components (Chaffey & Chadwick, 2019:27). Digital marketing enables more structured marketing success through measurable indicators and tools (Asiani, 2024:76).

### C. Electronic Word of Mouth (e-WOM)

e-WOM is defined as opinions shared by consumers about whether a product or service is good or bad, which are widely disseminated through online platforms (Albayrak & Ceylan, 2021). This significantly influences the perception and behavior of a wide range of online consumers through reviews, testimonials or personal posts on social media (Jyoti et al., 2024; Ngo et al., 2024). Through e-WOM, consumers share their experiences in various formats like video, audio, images, and written text, which further impacts brand perception (Widodo et al., 2023). The strategy of e-WOM helps products remain relevant, boosting long-term prospects, sales, and traffic for brands by creating an exponential referral chain (Qadri et al., 2023).

e-WOM exerts greater influence than traditional promotions as it stems from consumer experiences, independent of the company (Indrawati et al., 2023). Goyette et al. (2010), as cited in Priansa, (2017:354) categorize e-WOM into three dimensions:

1. Intensity – Refers to the volume of opinions shared by consumers on social platforms. Indicators include the frequency of access, interaction, and the number of reviews posted.
2. Valence of Opinion – The positivity or negativity of consumer comments. This dimension includes positive feedback and recommendations.
3. Content – The substance of the shared information, including product variations, quality, and pricing details.

### D. Signaling Theory

Signaling theory explains how signalers send cues to convey information about qualities that are otherwise unobservable (Connelly et al., 2024). It reduces information asymmetry between parties, where the meaning of the message can differ between the sender and receiver (Spence, 2002, as cited in Aureliano-Silva et al., (2021)). e-WOM acts as a signal shared by customers on digital platforms, influencing consumer perceptions of brand image and affecting purchase intentions (Boateng, 2021). Signals must be observable, expensive and reliable, ensuring credibility and reducing impersonation to be effective (Connelly et al., 2024). In entrepreneurship, signaling theory helps mitigate information asymmetries between new ventures and customers or investors (Bafera & Kleinert, 2023). Overall, the effectiveness of e-WOM depends on credibility, context, and interpretation between sender and receiver.

#### E. Purchase Intention

Purchase intention is an important concept in the field of marketing, which represents the likelihood of consumers buying a particular brand or product (Yohana et al., 2020). It reflects an internal motivation that develops into a strong desire to buy, ultimately leading to actual purchasing behavior (Handoko & Melinda, 2021). It is influenced by two main factors: the belief in the expected outcomes and the perception of social pressure (Putri & Nofri, 2023). Customer satisfaction, including product quality, is closely related to purchase intention, as it shapes consumer interest (Yohana et al., 2020). In this study, purchase intention is impacted by consumers' perceptions of brand image and integrity, influenced by electronic word of mouth (e-WOM) (Boateng, 2021). This concept is vital for understanding consumer behavior, especially in the cosmetics industry, as it provides insight into how brand perceptions and digital interactions shape purchase decisions (Ngo et al., 2024).

#### F. Brand Integrity

Brand integrity refers to consumers' perceptions of a brand, including evaluations of product quality, service standards, and the company's reputation in fulfilling its promises (Putri et al., 2021). It encompasses brand credibility, which is linked to positioning and differentiation strategies that build trust through ethical values such as predictability, credibility, and reliability (Kartasasmita & Kurniawati, 2024). Trust in a brand is essential for its long-term success, cultivated when the brand maintains honesty, transparency, and strong ethical principles (Putri et al., 2021). To strengthen brand integrity, companies must adopt sustainable practices and maintain transparent communication about their efforts (Putra et al., 2024). Brand integrity is about consistently fulfilling customer expectations while upholding ethical standards and consumer rights protection (Razak et al., 2020).

#### G. Brand Image

Brand image is understood as the perception or impression that consumers develop about a brand based on their experiences and the information they acquire (Yohana et al., 2020). This concept encompasses all aspects related to how consumers view a brand, including the associations, characteristics, and values linked to it (Putri et al., 2021). A strong brand image significantly influences consumer decisions and acts as a crucial differentiator among competitors in the marketplace (Prihananto et al., 2024). A positive brand image builds emotional value that benefits consumers and supports the brand's long-term growth (Putri et al., 2021). Since consumers form opinions—positive or negative—after engaging with or using a product, brand image plays an essential role in shaping purchasing behavior (Razak et al., 2020).

#### H. Theoretical Framework

This research framework is chosen by the author because it is pertinent and suitable for comprehending how e-WOM affects consumer purchase intention, particularly when it comes to cosmetics. Purchase intention is a dependent variable (bound variable) that is obtained by employing EWOM as an independent variable (free variable), brand integrity and brand image as intervening variables. Accordingly, this study contends that e-WOM has the ability to convey information about brand image and brand integrity, influencing customers' opinions of these qualities as well as their intents to buy makeup. The study's conceptual model is shown in Figure 2.1, along with the rationale for the suggested connections covered in the following sections (Boateng, 2021).

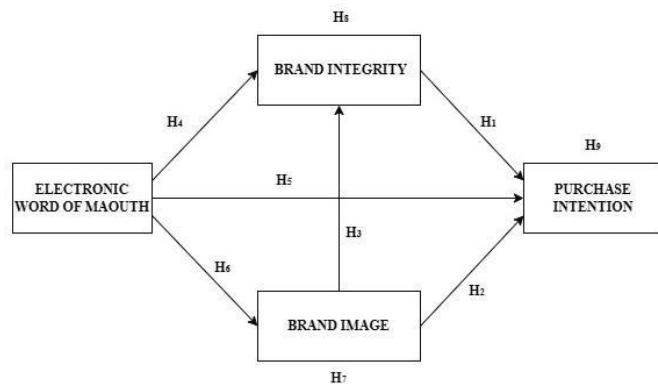


Figure 2.1 Theoretical Framework

#### I. Research Hypothesis

Based on the previously explained framework, the research hypotheses proposed and will be proven empirically in this study are as follows:

H<sub>1</sub>: Brand integrity has a positive significant impact on consumer purchase intention.  
 H<sub>2</sub>: Brand image has a positive significant impact on consumer purchase intention.  
 H<sub>3</sub>: Brand image has a positive significant impact on makeup brand integrity.  
 H<sub>4</sub>: EWOM has a positive significant impact on makeup brand integrity.  
 H<sub>5</sub>: EWOM has a positive significant impact on consumer purchase intention.  
 H<sub>6</sub>: EWOM has a positive significant impact on makeup brand image  
 H<sub>7</sub>: Brand image mediates the effect of e-WOM on consumer purchase intention.  
 H<sub>8</sub>: Brand integrity mediates the effect of e-WOM on consumer purchase intention.  
 H<sub>9</sub>: Brand image and brand integrity mediate the impact of e-WOM on consumer purchase intention.

### III. RESEARCH METHODOLOGY

This study uses quantitative methods using a causal research design to examine the impact of electronic word of mouth (e-WOM) on consumer purchase intention. This study also explores the mediating effects of brand image and brand integrity. Data was collected from 385 respondents in Indonesia, specifically Maybelline users who are active on social media through a structured questionnaire.

The sampling strategy used was purposive non-probability sampling, which targeted individuals who are frequently exposed to online reviews and e-WOM related to Maybelline products.

For data analysis, this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS 4.0 software. A five-point Likert scale was used to measure responses from 20 indicators adapted from previously validated research. These indicators represent four main constructs: e-WOM, brand image, brand integrity, and purchase intention.

### IV. RESULTS AND DISCUSSION

#### A. Evaluation Analysis of Measurement Model

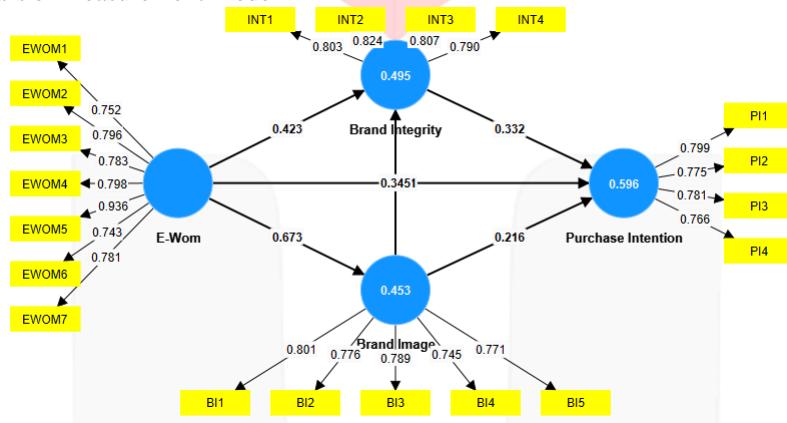


Figure 4.1 Outer Model

#### 1. Convergent Validity

The results of the convergent validity analysis using loading factors for this research have been processed through SmartPLS 4.0.

Table 4. 1 Loading Factors and AVE Score

| Variable | Code  | Loading Factor | Ave   |
|----------|-------|----------------|-------|
| EWOM     | EWOM1 | 0.752          | 0.641 |
|          | EWOM2 | 0.796          |       |
|          | EWOM3 | 0.783          |       |
|          | EWOM4 | 0.798          |       |
|          | EWOM5 | 0.936          |       |
|          | EWOM6 | 0.743          |       |
|          | EWOM7 | 0.781          |       |

| Variable           | Code | Loading Factor | Ave   |
|--------------------|------|----------------|-------|
| Brand Image        | BI1  | 0.801          | 0.603 |
|                    | BI2  | 0.776          |       |
|                    | BI3  | 0.789          |       |
|                    | BI4  | 0.745          |       |
|                    | BI5  | 0.771          |       |
| Brand Integrity    | INT1 | 0.803          | 0.650 |
|                    | INT2 | 0.824          |       |
|                    | INT3 | 0.807          |       |
|                    | INT4 | 0.790          |       |
| Purchase Intention | PI1  | 0.799          | 0.609 |
|                    | PI2  | 0.775          |       |
|                    | PI3  | 0.781          |       |
|                    | PI4  | 0.766          |       |

Referring to Table 4.1, each construct assessed in this study has an Average Variance Extracted (AVE) value above the recommended threshold of 0.50, indicating that the variables show satisfactory convergent validity. Specifically, the AVE values are 0.603 for Brand Image, 0.650 for Brand Integrity, 0.609 for Purchase Intention, and 0.641 for e-WOM. In addition, all indicators show loading factor values exceeding 0.70, which indicates a high level of internal consistency in the measurement items (Dubey & Kothari, 2022). These results confirm that the measurement model meets the overall convergent validity criteria.

## 2. Discriminant Validity

Discriminant validity is evaluated by comparing a latent variable with other latent variables to confirm that they are not excessively correlated. In SmartPLS, this validity is assessed using the Fornell-Larcker Criterion, HTMT, and Cross Loading methods.

**Table 4.2 HTMT**

|                    | Brand Image | Brand Integrity | e-WOM | Purchase Intention |
|--------------------|-------------|-----------------|-------|--------------------|
| Brand Image        |             |                 |       |                    |
| Brand Integrity    | 0.760       |                 |       |                    |
| Ewom               | 0.773       | 0.760           |       |                    |
| Purchase Intention | 0.799       | 0.850           | 0.821 |                    |

Based on HTMT test results in table 4.2, all values between constructs are below 0.90, which ranges from 0.760 to 0.850. This shows that each construct in the model has a clear difference and does not overlap. From the findings, the research model can be confirmed to fulfill discriminant validity, which means that each latent variable can be distinguished from each other well. The following results, processed by SmartPLS, present the discriminant validity using cross-loading for this research:

**Table 4.3 Cross Loading Results**

|              | Brand Image  | Brand Integrity | E-Wom        | Purchase Intention |
|--------------|--------------|-----------------|--------------|--------------------|
| <b>BI1</b>   | <b>0.801</b> | 0.533           | 0.520        | 0.509              |
| <b>BI2</b>   | <b>0.776</b> | 0.466           | 0.500        | 0.471              |
| <b>BI3</b>   | <b>0.789</b> | 0.483           | 0.552        | 0.508              |
| <b>BI4</b>   | <b>0.745</b> | 0.471           | 0.522        | 0.519              |
| <b>BI5</b>   | <b>0.771</b> | 0.490           | 0.518        | 0.507              |
| <b>EWOM1</b> | 0.476        | 0.494           | <b>0.752</b> | 0.509              |
| <b>EWOM2</b> | 0.540        | 0.554           | <b>0.796</b> | 0.521              |
| <b>EWOM3</b> | 0.540        | 0.483           | <b>0.783</b> | 0.519              |

|              | <b>Brand Image</b> | <b>Brand Integrity</b> | <b>E-Wom</b> | <b>Purchase Intention</b> |
|--------------|--------------------|------------------------|--------------|---------------------------|
| <b>EWOM4</b> | 0.517              | 0.497                  | <b>0.798</b> | 0.557                     |
| <b>EWOM5</b> | 0.645              | 0.596                  | <b>0.936</b> | 0.654                     |
| <b>EWOM6</b> | 0.501              | 0.496                  | <b>0.743</b> | 0.552                     |
| <b>EWOM7</b> | 0.537              | 0.545                  | <b>0.781</b> | 0.562                     |
| <b>INT1</b>  | 0.486              | <b>0.803</b>           | 0.553        | 0.529                     |
| <b>INT2</b>  | 0.536              | <b>0.824</b>           | 0.521        | 0.589                     |
| <b>INT3</b>  | 0.499              | <b>0.807</b>           | 0.555        | 0.562                     |
| <b>INT4</b>  | 0.509              | <b>0.790</b>           | 0.482        | 0.524                     |
| <b>PI1</b>   | 0.514              | 0.578                  | 0.576        | <b>0.799</b>              |
| <b>PI2</b>   | 0.463              | 0.541                  | 0.553        | <b>0.775</b>              |
| <b>PI3</b>   | 0.517              | 0.517                  | 0.530        | <b>0.781</b>              |
| <b>PI4</b>   | 0.530              | 0.498                  | 0.503        | <b>0.766</b>              |

Table 4.3 shows that each indicator displays the highest loading on its original construct-for example, BI1-BI5 is highest in the Brand Image column (0.745-0.801), EWOM1-EWOM7 excels in the E-WOM column (0.743-0.936), INT1-INT4 dominates in Brand Integrity (0.790-0.824), and PI1-PI4 tops in Purchase Intention (0.766-0.799). The wide difference between the main loading and cross-loading to other constructs confirms both indicator reliability and discriminant validity, as each indicator projects more variance on its own latent variable rather than overlapping with other variables. Thus, this measurement structure proves to be solid in distinguishing the four research constructs.

**Table 4.4 Cross Loading Results**

|                           | <b>Brand Image</b> | <b>Brand Integrity</b> | <b>e-WOM</b> | <b>Purchase Intention</b> |
|---------------------------|--------------------|------------------------|--------------|---------------------------|
| <b>Brand Image</b>        | 0.777              |                        |              |                           |
| <b>Brand Integrity</b>    | 0.630              | 0.806                  |              |                           |
| <b>E-Wom</b>              | 0.673              | 0.655                  | 0.801        |                           |
| <b>Purchase Intention</b> | 0.648              | 0.684                  | 0.694        | 0.781                     |

The Fornell-Larcker results in Table 4.4 confirm that each construct has good discriminant validity: the root AVE (diagonal) values for Brand Image (0.777), Brand Integrity (0.806), E-WOM (0.801) and Purchase Intention (0.781) exceed all cross-correlations of each row/column. In other words, each construct represents its own variance rather than overlapping with other constructs.

### 3. Reliability Test

Reliability evaluation is carried out using Cronbach's alpha and Composite Reliability. A reliability coefficient above 0.70 is considered optimal, while values ranging from 0.60 to 0.70 are considered acceptable for explanatory research (Hair et al., 2021).

**Table 4.5 Reliability Test Using SmartPLS**

| <b>Variables</b>   | <b>Cronbach's Alpha</b> | <b>Composite Reliability (rho_c)</b> |
|--------------------|-------------------------|--------------------------------------|
| e-WOM              | 0.905                   | 0.926                                |
| Brand Image        | 0.835                   | 0.884                                |
| Brand Integrity    | 0.820                   | 0.881                                |
| Purchase Intention | 0.786                   | 0.862                                |

As shown in Table 4.5, all constructs demonstrate strong internal reliability. Cronbach's Alpha values exceed 0.80 for all variables, while Composite Reliability scores also surpass the minimum acceptable threshold of 0.70. These results confirm that the measurement scales are both internally consistent and suitable for further analysis.

## B. Evaluation Analysis of Structural Model or Inner Model

### 1. Path Coefficient and T-Values of Direct Effect

To test the hypothesis, a comparison is made between the calculated t value and the one-tailed critical value obtained from bootstrapping. The hypothesis is declared significant if the t value is higher than 1.645 at the 5% significance level ( $\alpha = 0.05$ ) and the p value is less than 0.05 (Hair et al., 2021). The following table displays the results of the hypothesis testing.

**Table 4.6 Path Coefficient and T-Value**

|                                      | Original Sample (O) | T-Statistic ( O/STD EV ) | P Values | Description  |
|--------------------------------------|---------------------|--------------------------|----------|--------------|
| Brand Integrity > Purchase Intention | 0.332               | 6.070                    | 0.000    | Significance |
| Brand Image > Purchase Intention     | 0.216               | 3.748                    | 0.000    | Significance |
| Brand Image > Brand Integrity        | 0.345               | 5.811                    | 0.000    | Significance |
| E-Wom > Brand Integrity              | 0.423               | 7.312                    | 0.000    | Significance |
| E-Wom > Purchase Intention           | 0.331               | 5.594                    | 0.000    | Significance |
| E-Wom > Brand Image                  | 0.673               | 18.146                   | 0.000    | Significance |

The outcomes of each hypothesis as illustrated in table 4.6 above, are:

#### Hypothesis 1 (Brand Integrity to Purchase Intention)

The test outcomes indicate that brand integrity has a positive and significant effect on purchase intention ( $t = 6.070$ ;  $p = 0.000$ ). The higher the brand integrity perceived by consumers, the more likely people are to buy the product. In accordance with Signaling Theory (Spence, 2002 in Silva et al., 2021), brand integrity signals credibility that influences consumer perceptions. This finding is in line with Boateng (2021); Taufik & Hartono, (2025) who assert that brand integrity plays crucial influence on determining buy intention. This suggest that Maybelline needs to maintain consistency in brand values, quality, and ethics to build consumer trust and loyalty.

#### Hypothesis 2 (Brand Image to Purchase Intention)

When the brand image is successfully formed well, the tendency of consumers to make purchases also increases significantly. This can be seen from the results of the analysis which shows that the relationship between Brand Image and Purchase Intention is positive and significant, as reflected in the t-value of 3.748 and p-value of 0.000. Conceptually, Brand Image reflects consumer associations and perceptions formed through brand experience and communication (Inahasari & Handayani, 2024). This finding is supported by Handoko & Melinda, (2021); Purwianti et al., (2022), who emphasizes the importance of brand image in purchasing decisions. Although different from Febiola & Nugroho, (2023) study on Garnier products, this difference may be due to the characteristics of FMCG products which are more influenced by e-WOM and price. The implication is that Maybelline needs to strengthen brand image through consistent visual communication and positive consumer experiences to increase purchase intention.

#### Hypothesis 3 (Brand Image to Brand Integrity)

The test results show that Brand Image has a positive and significant effect on Brand Integrity ( $t = 5.811$ ;  $p = 0.000$ ). This means that the stronger the brand image in the eyes of consumers, the higher their perception of brand integrity. The results resonate with the fundamentals of Signaling Theory proposed by Connelly et al. (2024), which highlight that brand image becomes an external signal regarding brand character and values. This finding is reinforced by Boateng (2021) and Prihananto et al. (2024) who assert that a positive and consistent brand image will shape perceptions of brand honesty, ethics, and responsibility. Therefore, Maybelline needs to maintain alignment between brand communication and the company's real actions so that consumers perceive the brand as a credible and trustworthy entity.

#### Hypothesis 4 (e-WOM to Brand Integrity)

The relationship between e-WOM and Brand Integrity is proven to be strong, with positive significance based on a t-value of 7.312 and a p-value of 0.000. According to Signaling Theory (Taj, 2016 in Boateng, 2021), positive consumer reviews serve as credibility signals that confirm the alignment of brand promises and practices. These results reinforce the study conducted by Boateng (2021) and Putra et al. (2024) who emphasize the importance of transparent narratives in building integrity. The implication is that Maybelline needs to maintain authentic customer experience and respond openly to feedback to maintain an ethical and trusted brand image.

#### Hypothesis 5 (e-WOM to Purchase Intention)

A significant and positive relationship was identified between electronic word of mouth (e-WOM) and purchase intention, as indicated by a t-value of 5.594 and a p-value of 0.000. This shows that positive reviews and recommendations from other consumers play an important role in driving purchase intentions, especially in beauty products such as Maybelline. These results reinforce the study conducted by Jyoti et al. (2024); Widodo et al. (2023); Muninggar et al., (2022) which confirmed the strong influence of e-WOM on purchase intention. Although different from Ela & Rana, (2024) results on smartphone products, this difference can be explained by different product characteristics. Practically speaking, Maybelline needs to encourage consumers to share positive experiences, respond favorably to reviews, and build digital communities to increase brand credibility and consumer purchase intention.

#### Hypothesis 6 (e-WOM to Brand Image)

The test results show that e-WOM has a positive and significant effect on Brand Image ( $t = 18.146$ ;  $p = 0.000$ ). This means that the more positive reviews and recommendations received, the stronger the brand image in the minds of consumers. This finding is in line with Putra & Rastini, (2022); Lestari & Gunawan, (2021) who assert that e-WOM shapes brand perception through consumer experience. Although different from Majid & Sumadi, (2022) who examined the e-commerce apparel sector, this difference can be explained by industry characteristics. For Maybelline, e-WOM should be strategically utilized to strengthen brand image through positive customer experience, transparent communication, and consistent product quality.

## 2. Specific Indirect Effect

An indirect effect happens when the relationship between variables goes through one or more mediating variables, creating a chain of direct effects. This is known as mediation and is usually shown with several connecting arrows (hair et al., 2021). The analysis examines the impact on purchase intention. The following specific indirect effects have been examined using SmartPLS:

**Table 4.7 Specific Indirect Effect**

|  | Original Sample (O) | T-Statistic ( O/STDE V ) | P Values |
|--|---------------------|--------------------------|----------|
| E-Wom > Brand Image > Purchase Intention                   | 0.146               | 3.552                    | 0.000    |
| E-Wom > Brand Integrity > Purchase Intention               | 0.140               | 4.507                    | 0.000    |
| E-Wom > Brand Image > Brand Integrity > Purchase Intention | 0.077               | 3.895                    | 0.000    |

Referring to the data processing results shown in Table 4.7, all mediation paths exhibit a t-statistic exceeding 1.645 and a p-value below 0.05, indicating that the indirect effects are statistically significant. Therefore, all hypotheses related to the mediation effects are supported. The next section provides a detailed explanation of the indirect effect paths identified in this study.

#### Hypothesis 7 (e-WOM to Purchase Intention through Brand Image)

The results showed that e-WOM has a positive and significant and beneficial impact on purchase intention, with Brand Image as a mediating factor ( $t = 3.552$ ;  $p = 0.000$ ). This implies that e-WOM influences purchase intention through direct channels and indirectly by influencing the development of a positive brand image. The evidence supports what has been previously outlined in Fazrin et al., (2024); Inahasari & Handayani, (2024); Kusuma & Wijaya, (2022) who emphasize the mediating role of Brand Image. On the other hand, Putri & Hadi, (2025) reported different findings, which could be attributed to variations in the industry context. These insights imply that Maybelline should focus on preserving brand quality and stimulating positive consumer feedback to enhance the effectiveness of e-WOM in influencing buying behavior.

#### Hypothesis 8 (e-WOM to Purchase Intention to Brand Integrity)

The test results show that e-WOM has a positive and significant effect on Purchase Intention through Brand Integrity as a mediating variable ( $t = 4.507$ ;  $p = 0.000$ ). This confirms that e-WOM not only has a direct impact, but also indirectly by shaping perceptions of brand integrity. In accordance with Signaling Theory, positive reviews reflect the ethical value and consistency of the brand, which increases consumer trust (Boateng, 2021; Amani, 2024). Therefore, Maybelline needs to maintain transparency, quality, and honesty in communication so that circulating e-WOM can strengthen integrity perceptions and encourage purchase intentions.

Hypothesis 9 (e-WOM to Purchase Intention to Brand Image and Brand Integrity)

The results of hypothesis testing show that e-WOM has an indirect effect on Purchase Intention through a cascading path: the formation of Brand Image which then strengthens Brand Integrity ( $t = 3.895$ ;  $p = 0.000$ ). This shows that positive perceptions of e-WOM form a good brand image, which then fosters trust in brand integrity and ultimately increases purchase intention (Boateng, 2021; Prihananto et al., 2024; Putri, 2021). Therefore, Maybelline needs to strategically manage e-WOM to support the formation of brand image and brand integrity consistently to encourage Purchase Intention in a sustainable manner.

### 3. R-Square Test

$R^2$  value of 0.75 or above is interpreted as indicating substantial explanatory power, a value around 0.50 suggests moderate explanatory capability, while values near 0.25 are generally regarded as weak (Hair et al., 2021).

**Table 4.8 R-Square Test Result**

|                    | R-Square | R-Square Adjusted | Description |
|--------------------|----------|-------------------|-------------|
| Brand Image        | 0.453    | 0.452             | Moderate    |
| Brand Integrity    | 0.495    | 0.492             | Moderate    |
| Purchase Intention | 0.596    | 0.593             | Moderate    |

As shown in Table 4.8, the model explains (45.3%) the variance in Brand Image, (49.5%) in Brand Integrity, and (59.96%) in Purchase Intention. These results suggest moderate to strong explanatory power.

### 4. Q-Square Test

The  $Q^2$  statistic is employed to evaluate the model's predictive relevance, where a  $Q^2$  value greater than 0 indicates adequate predictive capability, whereas a  $Q^2$  value less than or equal to 0 suggests limited predictive relevance (Hair et al., 2021)

**Table 4.9 Q-Square Test Result**

|                    | $Q^2$ predict |
|--------------------|---------------|
| Brand Image        | 0.447         |
| Brand Integrity    | 0.425         |
| Purchase Intention | 0.476         |

Based on the table 4.9,  $Q^2$  predict results that exceed 0.35 on all three constructs-Brand Image (0.447), Brand Integrity (0.425), and Purchase Intention (0.476) shows that this model has great predictive relevance. The highest value on Purchase Intention illustrates the model's ability to project consumer purchase intentions very accurately, while Brand Image and Brand Integrity also make significant predictive contributions. Thus, the model not only meets the structural fit criteria, but is also effective in forecasting new data.

### 5. F-Square Test

The F-square statistic is used to assess the extent to which variables influence each other. Hair et al. (2021) categorize effect sizes into three categories: small effect (values close to 0.02), moderate effect (values around 0.15), and large effect (values around 0.35). These reference points help in the interpretation of the real-world significance of the relationships between model variables.

**Table 4.10 F-Square Table Result**

|                                       | F-Square |
|---------------------------------------|----------|
| Brand Image -> Brand Integrity        | 0.129    |
| Brand Image -> Purchase Intention     | 0.056    |
| Brand Integrity -> Purchase Intention | 0.138    |

|                            |       |
|----------------------------|-------|
| Ewom -> Brand Image        | 0.829 |
| Ewom -> Brand Integrity    | 0.194 |
| Ewom -> Purchase Intention | 0.124 |

The F-Square results show that e-WOM has a big effect on Brand Image, with a value of 0.829. This shows that e-WOM is a big part of how people think about brands. E-WOM also has a big effect on Brand Integrity (0.194, moderate) and a small-moderate effect on Purchase Intention (0.124). Brand Image has a big effect on Brand Integrity (0.129), but only a small effect on Purchase Intention (0.056). Brand Integrity, on the other hand, has a small to moderate effect on Purchase Intention, with a score of 0.138. In general, e-WOM is the most significant portion of this strategy, especially when it comes to building brand image.

## V. CONCLUSION AND SUGGESTION

### A. Conclusion

This research investigates the influence of electronic word of mouth (e-WOM) on consumers' purchase intention toward Maybelline products, taking into account the mediating roles of brand image and brand integrity. Analysis results from SmartPLS indicate that brand integrity positively and significantly impacts purchase intention. Consumers who perceive a brand as honest, ethical, and consistent with its core values tend to develop greater trust, which motivates their buying decisions. Additionally, brand image demonstrates a significant effect on purchase intention, where a strong and favorable brand image fosters emotional connections and enhances the product's perceived value—particularly crucial in the cosmetics sector, which heavily depends on visual aesthetics and alignment with consumers' lifestyles. Moreover, brand image serves to reinforce perceptions of brand integrity; brands that consistently communicate attributes like quality and transparency are viewed as more trustworthy by consumers. The findings also reveal that e-WOM significantly affects both brand integrity and brand image. Online feedback and shared consumer experiences are instrumental in shaping public opinions about a brand's ethical standards, quality, and reliability of service. Importantly, e-WOM directly contributes to increasing purchase intention, particularly within the cosmetics sector, where product choices are closely tied to personal identity and recommendations from other consumers carry more persuasive power than conventional advertisements. Furthermore, both brand image and brand integrity partially mediate the relationship between e-WOM and purchase intention. The positive influence of e-WOM on brand image strengthens brand integrity, which in turn drives consumers' intention to purchase. This study confirms a dual mediation effect, wherein e-WOM affects brand image, which subsequently bolsters brand integrity and leads to higher purchase intention. Therefore, effectively managing online consumer conversations is critical for brands like Maybelline to enhance reputation, build consumer confidence, and stimulate purchasing behavior.

### B. Research Suggestion

#### 1. Practical Implications for Maybelline

This study highlights the critical role of brand integrity in shaping consumers' purchase intentions. Therefore, Maybelline should prioritize maintaining and enhancing its brand integrity by ensuring consistent values, transparent communication, and ethical business practices, which build consumer trust and encourage repeat purchases. Additionally, reinforcing a strong brand image through visual storytelling and consistent messaging that embodies values such as empowerment and diversity is essential to deepen emotional engagement with consumers. Because brand image also influences perceptions of integrity, it is vital that Maybelline aligns its communicated identity with authentic consumer experiences to strengthen trust. The findings further emphasize the significant impact of electronic word of mouth (e-WOM) on both brand integrity and brand image. Actively encouraging positive customer reviews, professionally managing feedback, and fostering user communities on digital platforms will enhance Maybelline's reputation and credibility. As e-WOM directly drives purchase intention, integrating this into strategic marketing communications alongside traditional advertising can maximize consumer engagement. Finally, a holistic approach that integrates stimulating positive e-WOM, reinforcing brand image through consistent storytelling, and affirming brand integrity across all touchpoints can create a powerful and sustained influence on consumers' purchase intention.

#### 2. Suggestions for Future Research

This study focuses on a single brand within the cosmetics industry, which causes limitations in the general applicability of the research results. To broaden the applicability, future research should consider testing this framework across multiple brands and diverse sectors. Comparative studies between local and international brands

could also provide valuable insights into how electronic word of mouth (e-WOM) affects brand perception and purchasing decisions, especially when accounting for cultural differences and branding strategies. Additionally, incorporating variables such as price sensitivity, brand trust, or consumer involvement could improve the model's explanatory power. Utilizing a mixed-method approach that combines quantitative survey data with qualitative information obtained through in-depth interviews or analysis of authentic e-WOM content would offer a deeper understanding of how consumers act and make decisions within online environment.

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