International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Credibility Of Electronic Word-Of-Mouth On Social Networking Sites And Its Impact On Brand Image And Purchase Intention

Pimpin Panohaj[1*], Asmai Ishak[2]

[1,2]Faculty of Business and Economics, Islamic University of Indonesia.

[1*]Corresponding Author : pimpinpanohaj02@gmail.com

Abstract

This study aims to examine the influence of credibility Electronic Word of Mouth on social networking sites (SNS) and its impact on brand image and purchase intention. In this study, the population used is all people in Indonesia who have social media accounts. The number of samples is 210 respondents with age criteria of 16-46 years. The research data was obtained using a questionnaire via an online survey via google form. The data analysis technique uses Structural Equation Modeling (SEM) on the AMOS 26 program. The results of this study prove that the High Involvement has a positive effect on e-WOM, Trust has a positive effect on e-WOM, Recommendations have a positive effect on e-WOM, and Message Content has a positive effect on Electronic Word-of-Mouth (E-WOM), Electronic Word-of-Mouth has a positive effect on Brand Image, and Brand Image has a positive effect on Purchase Intention.

Keyword: ***Electronic Word-of-Mouth (E-WOM), High Involvement, Trust, Recommendation, Message Content, Brand Image, Purchase*** *Intention*

INTRODUCTION

With the rapid development of science, technology has become an inseparable part of modern life. This is due to the fact that technology offers convenience in various aspects of human life, especially in helping them meet their needs and desires quickly. To meet these needs and desires effectively, a marketing strategy is needed that includes planning, pricing, promotion, and distribution of goods and services to meet current and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

future consumer needs. In other words, technology and marketing must go hand in hand, because without technological support, marketing will not be able to keep up with the times. Technology that is connected to the global internet opens up great opportunities for goods and services companies to market their products widely (Maulidia, 2020).

Indonesia is one of the most populous countries in the world that has experienced significant growth in the use of digital technology. Currently, there are around 185.3 million internet users in Indonesia, which covers 66.5% of the total population. In addition, the majority of Indonesians are very active in using the internet, especially social media. In the context of digital marketing, social media is an element that cannot be ignored because it has become the main source of information for most Indonesians.



Figure 1. Number of Social Media Users in Indonesia

Based on Figure 1 above, it is the number of Indonesian social media users on various platforms. In 2024, there will be around 139 million YouTube platform users, 127 million TikTok users, 118 million Facebook users, 101 million Instagram users, 26 million Linkedin users, 25 million X users, and 948 thousand Path users. Of the various social networking sites such as Facebook, X, and YouTube have generated the most publicity in academic and other communication fields. In addition, social media has become a platform that can make it easier for consumers to communicate with each other and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

increase the speed of communication (Duan et al., 2008). Research by Nasir et al., (2012) discusses how social media can influence purchasing behavior for women.

In the digital era, the concept of Word of Mouth (WOM) in marketing has evolved into Electronic Word of Mouth (eWOM) along with the rapid advancement of technology. Bruyn & Lilien (2008) outline the main differences between traditional WOM and eWOM, namely that communication in eWOM can be done without the need for face-to-face meetings, and the information obtained can be directly conveyed back to the recipient without having to be asked or sought. Digitalization, as a result of technological advances, aims to increase convenience and efficiency in various aspects, including costs, energy, time, and procedures. In the world of marketing, eWOM remains an important component of promotional strategies, and more and more researchers are interested in exploring eWOM and its impact in a virtual environment.

Research conducted by Saragih (2016) identified several factors that influence individual motivation to engage in eWOM. One of the factors is **Social Capital**, which includes a combination of various resources generated through social interactions, such as trust, emotional support, ideas, and collaboration between customers. Another factor is **Trust**, where consumers feel helped in decision making when looking for reviews on social networking sites. This trust also encourages individuals to share information and promote products or services through their social accounts, making trust a key element in information dissemination. In addition, the level of consumer involvement in eWOM can be measured by how actively they search, read, and share reviews and recommendations on the internet. A high High Involvement indicates a great interest in the information provided in eWOM, and research by Mollen & Wilson (2010) confirms that consumer involvement is an important factor that can increase information processing and attention, which ultimately influences consumer attitudes and behavior.

Trust in electronic word-of-mouth (eWOM) is crucial in shaping consumer decisions, influenced by the sender's reputation, information transparency, and past consumer experiences. Cheung et al. (2008) highlight that trust in eWOM affects how consumers process information, impacting their attitudes and purchase intentions. Recommendations in eWOM, whether positive or negative, significantly affect brand image and purchasing behavior. Park et al. (2007) found that positive reviews enhance brand image and purchasing intention, whereas negative reviews have a detrimental effect. Additionally, Mudambi & Schuff (2010) emphasize that the credibility of eWOM is bolstered by the quality and relevance of the information provided.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Electronic word-of-mouth (eWOM) is informal communication between consumers about the features or quality of goods and services through digital media, including product reviews, comments on social media, blogs, and online forums. eWOM can spread quickly and reach a wide audience. Hennig-Thurau et al. (2004) define eWOM as positive or negative statements conveyed through social media by potential, actual, or previous consumers about a product or company. Cheung & Thadani (2012) assert that eWOM is an evolution of traditional WOM, but with greater reach and impact due to its distribution through online platforms. eWOM has a significant influence on a company's brand image, because online reviews and recommendations can influence consumer perceptions. Information gathered from eWOM is often considered more authentic and credible because it comes from actual consumer experiences, rather than from company promotions or advertisements. Park et al. (2007) show that positive reviews in eWOM can enhance brand image by adding social proof that highlights the quality and superiority of the brand.

Brand image is a consumer's perception of a brand, formed through their experiences, marketing communications, and interactions with the brand. A strong brand image can differentiate a brand from competitors, increase consumer loyalty, and influence purchasing decisions. Keller (1993) stated that brand image is the consumer's understanding that is connected to their associations with the brand. A positive image of a brand increases trust and reduces the perceived risk when purchasing (Aaker, 1991). In addition, a positive brand image also plays an important role in increasing purchase intentions, by providing confidence and reducing uncertainty in purchasing decisions. Research shows that consumers who are more involved with a brand tend to have higher purchase intentions, because they feel more confident and trust in a brand that is known and valued (Kotler & Keller, 2016; Hoyer & Maclnnis, 2001).

Objectives

Based on the background and explanation of the research phenomena above, the researcher then determined the problem formulation in this research. This study aims to determine the influence of the High Involvement, trust, member recommendations, and message content on SNS on eWOM, as well as the impact of eWOM on brand image and consumer purchase intentions.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

THEORETICAL FRAMEWORK

High Involvement

Zaichkowsky (1985) defines involvement as the level of relevance or importance of an object to an individual, based on his/her needs, values, and interests, which include advertising, products, or purchase contexts. Consumers with high involvement tend to search for more in-depth information and consider various alternatives to maximize benefits and reduce risks (Rhu, 2002). In contrast, consumers with low involvement often make decisions based on habits without much consideration. Product involvement reflects consumers' special interest in certain products, such as clothing shopping which is often considered a high-involvement activity (Song & Hwang, 2007; Lee & Lim, 2008). Novak et al. (2000) stated that product and brand involvement in the online environment affects consumer experiences and behaviors, including repurchase intentions and sharing intentions through Word of Mouth (WOM) after claim settlement in the open market.

High involvement with media stimulation, such as advertising, makes consumers more open to information and interested in relevant stimuli, which can increase active participation, brand involvement, loyalty, and Word Of Mouth (WOM) intentions (Lee, 2016). In addition, high involvement can affect purchase intentions due to continued interest in products or services (Celsi & Olson, 1988). Shiddiqui et al. (2021) showed that high involvement is significant to eWOM credibility, while Zerbini et al. (2021) found that social network member involvement and informative value of reviews do not always increase the tendency to read fashion product reviews.

H1: The High Involvement with SNS has a positive and significant influence on eWOM among consumers.

Trust

Trust, according to Pavlou (2003), is an individual's belief that they can rely on the promises of others, which is especially important in online shopping because the physical distance between consumers and sellers increases the risk of loss. Trust and risk are key factors in determining consumer behavior in online environments (Chen, 2012; Sharma & Klein, 2020). Trust also includes aspects of privacy and security in social media (Casaleo et al., 2010; Ruiz Mafe et al., 2014), as well as consumer beliefs about the trustworthiness attributes of online sellers (Gefen & Straub, 2004). Consumers who trust online retailers tend to feel treated fairly and avoid speculative behavior (Gefen et al., 2003; Shih, 2004). Lack of trust is often the main reason consumers are reluctant to buy

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

products online. Trust influences consumers' behavioral responses to marketing, with higher levels of trust increasing attitudes and purchase intentions (Gefen et al., 2003). Choi et al. (2017) showed that different types of trust have a direct positive impact on eWOM and purchase intention.

H2: Trust in SNS has a positive and significant influence on eWOM among consumers.

Recommendation

Kotler & Keller (2007) define recommendations as a communication process that provides personal information about a product or service. Luwis & Harsini (2010) added that recommendations are a form of indirect communication in which consumers share their experiences with a product or service with others, often in the form of reviews or testimonials on social networks. According to Lala (2023), recommendations help users find appropriate content and products more efficiently. Recommendations can be contextual, business, profile, product, or content, each with its own purpose and application. Recommendations from SNS members have a significant effect on eWOM credibility, which in turn influences purchasing decisions (Shiddiqui et al., 2021). Research by Hongwei Yang (2013) shows that product recommendations on SNS can predict positive eWOM, especially among young consumers in China.

H3: SNS member recommendations have a positive and significant effect on eWOM among consumers.

Message Content

According to Shen & Bigsby (2013), message content includes the topics, themes, and stories conveyed, including characters and plots. The quality and characteristics of the message can affect its persuasive power (Krause et al., 2016), and the credibility of the message source can affect how the message is processed (Petty & Cacioppo, 1986). Houtari et al. (2015) revealed that user-generated content is usually more effective in interactions because it allows engagement and self-expression, and can strengthen virtual communities and brand image (Holliman & Rowley, 2014). Positive content shared on social media can help companies retain customers and attract potential markets (Hsu et al., 2013). Shiddiqui et al. (2021) added that message content affects eWOM credibility, and Yiu Chi Yan's (2014) research shows that source credibility and message appeal have a significant effect on eWOM responses.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

H4: Message content has a positive and significant influence on eWOM among consumers.

Electronic Word of Mouth (EWOM)

According to Litvin et al. (2008), electronic word of mouth (eWOM) has been one of the main sources of information since before the internet, where eWOM is used to share product and service reviews non-commercially. Chan & Ngai (2011) explained that eWOM involves personal communication between the recipient and the communicator without any hidden advertising agenda. Hyung et al. (2007) added that the similarity between the sender and recipient of information increases attitudes towards the brand, with eWOM significantly influencing purchasing decisions. The dimensions of eWOM include website reputation, source credibility, purchase-related information, and social orientation (Chih, 2013). Brand image can be influenced by positive or negative eWOM, with positive eWOM increasing the perception of product quality and negative eWOM decreasing it (Herr et al., 1991). Research shows that eWOM has a significant impact on brand image, with the information consumers seek positively influencing brand perceptions (Jalivand, 2012; Riyandika, 2013; Hamidun, 2018; Yazdani et al., 2020).

H5: Consumer EWOM has a positive and significant effect on brand image.

Brand Image

According to Rangkuti (2009), a brand is a perception related to brand associations in the minds of consumers, which according to Hawkins & Mothersbaugh (2013) includes product attributes, benefits, and characteristics of users and producers. Brand image is built through advertising, goodwill, quality, and product experience (Cateora et al., 2009). Armstrong et al. (2018) emphasized that the communicated image can protect the brand from competition and build the market, while Lau & Phau (2007) added that brand image affects trust, evaluation, and purchase intention. Purchase intention, which is considered important in consumer behavior, indicates the likelihood of consumers to choose a brand (Spears & Singh, 2004; Wu et al., 2011). Companies with a positive brand image can gain competitive advantage and increase market share (Taman et al., 1986; Sondoh et al., 2007). Research by Amron (2018) and Kala & Chaubey (2018) shows that brand image has a significant influence on purchase intention.

H6: Brand image has a positive and significant effect on purchase intention.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Purchase Intention

Spears & Singh (2004) stated that purchase intention is an important element in consumer purchasing behavior because it influences brand selection in the market. Purchase intention reflects the consumer's determination to buy a product, where a high purchase probability indicates a strong purchase intention (Wu et al., 2011). Purchase intention is also used to measure the effectiveness of distribution channels and determine target markets (Morwitz et al., 2007). In addition, factors such as attitudes and behavioral control influence customer purchase intentions, especially in the context of mobile shopping (Shen, 2015), and positive brand involvement increases the likelihood of purchase (Chen et al., 2010).

Research Framework

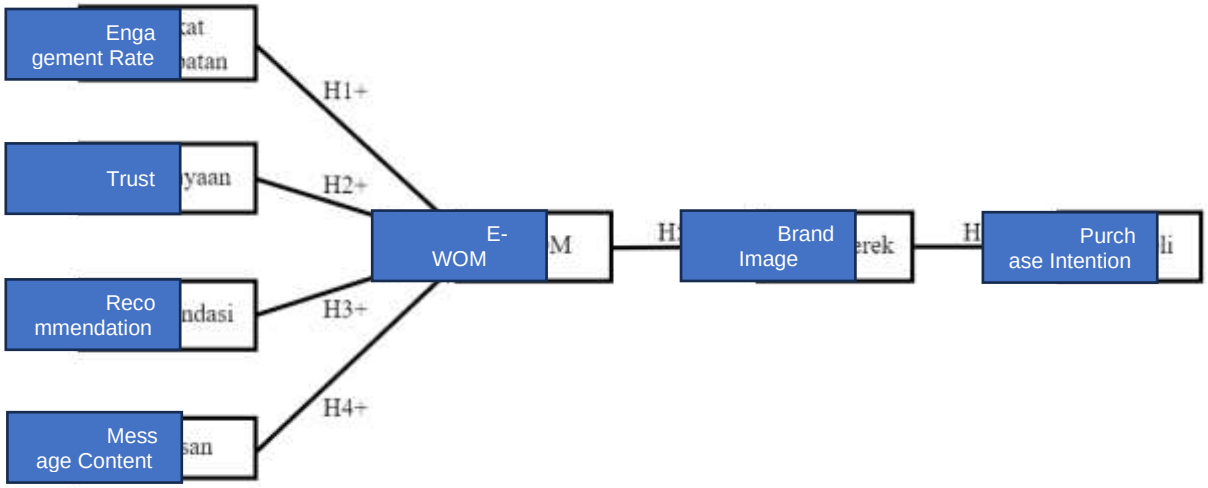


Figure 2. Research Framework

RESEARCH METHOD

This study was conducted online throughout Indonesia without specific regional characteristics, using an online survey distributed through various social media platforms. The target population was social media users aged 16-46 years, with a sample of 210 respondents taken using convenience sampling techniques. Primary data were collected through a Likert-based questionnaire covering variables such as High Involvement, trust, recommendation, message content, eWOM, brand image, and purchase intention. The

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

validity and reliability of the instrument were tested using SPSS, while data analysis was carried out with SEM using AMOS 26. The goodness of fit test was carried out to ensure that the model used in this study was acceptable.

RESULT

Based on the total number of 210 respondents obtained, then the validity and reliability test of the research instrument was carried out. after that the research hypothesis test was carried out as follows:

Statistics Analysis

a. Validity and Reliability Testing

a) Validity Testing Result

Riyanto and Hatmawan (2020) stated that validity is a measurement that shows whether a research instrument is suitable for use, by testing the extent to which the instrument is able to carry out its function. This validity test evaluates whether the questions in the questionnaire can measure what will be studied. In this study, validity was tested by distributing questionnaires to 45 respondents using SPSS software. Significance is measured by comparing the calculated r value with the table r at a significance level of 5%. The questionnaire is declared valid if the calculated r> table r (0.242), and invalid otherwise.

Table 1. Validity Testing Results

Variable	N = 45			
	Indicator	R Value	R Table	Results
High Involvement	HI1	0,706	0,242	Valid
	HI2	0,571	0,242	Valid
	HI3	0,609	0,242	Valid
Trust	T1	0,583	0,242	Valid
	T2	0,613	0,242	Valid
	T3	0,600	0,242	Valid
Recommendation	R1	0,617	0,242	Valid
	R2	0,725	0,242	Valid
	R3	0,723	0,242	Valid
Message Content	MC1	0,467	0,242	Valid
	MC2	0,598	0,242	Valid
	MC3	0,616	0,242	Valid
Electronic Word of Mouth	EWOM1	0,556	0,242	Valid
	EWOM2	0,492	0,242	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

(E-WOM)	EWOM3	0,316	0,242	Valid
Brand Image	BI1	0,792	0,242	Valid
	BI2	0,587	0,242	Valid
	BI3	0,685	0,242	Valid
Purchase Intention	PI1	0,639	0,242	Valid
	PI2	0,340	0,242	Valid
	PI3	0,385	0,242	Valid

b) Reliability Testing

Sekaran & Bougie (2013) explained that reliability testing is used to measure the consistency and stability of a survey. This test is carried out using the Cronbach's Alpha method, where a variable is considered reliable if the Cronbach's Alpha value is > 0.6 (Ghozali, 2005). The reliability criteria state that if the Cronbach's Alpha coefficient is > 0.6, the item is declared reliable; if less than 0.6, the item is considered unreliable.

Table 2. Reliability Testing Results

Variabel	Item	Cronbach's Alpha	Standard Cronbach's Alpha	Results
High Involvement	3	0.775	0.6	Reliable
Trust	3	0.760	0.6	Reliable
Recommendation	3	0.827	0.6	Reliable
Message Content	3	0.731	0.6	Reliable
Electronic Word of Mouth (E-WOM)	3	0.627	0.6	Reliable
Brand Image	3	0.827	0.6	Reliable
Purchase Intention	3	0.637	0.6	Reliable

b. Hypotesis Testing

In this study, Structural Equation Modeling (SEM) analysis is used as a simultaneous analysis model of data quality testing, latent variable attribute confirmation and structural models. Thus, the results of SEM test analysis will be described in the following sub-chapters:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

a) Normality Testing

Table 3. Normality Testing Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI3	3	6	0.081	0.480	-0.738	-2.182
PI2	3	6	0.373	2.209	-0.817	-2.418
PI1	3	6	0.119	0.705	-0.517	-1.529
BI3	3	6	-0.247	-1.461	-0.583	-1.726
BI2	2	6	-0.062	-0.365	-0.341	-1.010
BI1	2	6	-0.317	-1.875	-0.112	-0.332
EWOM3	3	6	0.202	1.194	-0.301	-0.889
EWOM2	3	6	-0.192	-1.135	-0.442	-1.307
EWOM1	3	6	-0.019	-0.113	-0.322	-0.953
MC3	3	6	0.101	0.597	-0.409	-1.209
MC2	3	6	0.218	1.289	-0.286	-0.845
MC1	3	6	0.145	0.857	-0.302	-0.892
R3	2	6	0.012	0.070	0.039	0.116
R2	2	6	-0.253	-1.495	-0.483	-1.428
R1	2	6	0.071	0.422	0.041	0.120
T3	3	6	-0.208	-1.229	-0.520	-1.538
T2	3	6	-0.405	-2.395	-0.377	-1.116
T1	3	6	-0.144	-0.853	-0.590	-1.744
HI3	3	6	-0.234	-1.382	-0.201	-0.593
HI2	3	6	-0.378	-2.235	-0.145	-0.430
HI1	3	6	-0.045	-0.266	-0.592	-1.752
Multivariate					-6.265	-1.461

Based on table 3, it can be concluded that all indicators in multivariate obtained a cr value of -1.461 which indicates that the value is in the range of -2.58 to 2.58. Thus, it can be concluded that the data is normally distributed.

b) Outliers Testing

Table 4. Outliers Testing Results

Observation number	*Mahalanobis d-squared*	p1	p2
113	38.905	0.010	0.881
112	36.826	0.018	0.886
200	36.439	0.020	0.779
28	35.253	0.026	0.809
143	33.517	0.041	0.933

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

115	33.508	0.041	0.862
171	33.476	0.041	0.765
173	32.612	0.051	0.839
116	32.410	0.053	0.790
164	31.630	0.064	0.867

Table 4. above is a table of Observations farthest from the centroid (Mahalanobis distance), but the researcher did not distribute it as a whole and only included the top 10 rows of a total of 100 rows. The results of the Mahalanobis distance value analysis output in the table above are below 46.797, so it can be concluded that there are no data outliers in this study.

c) Measurement Model Analysis

At this stage, the feasibility of variables is carried out from several Goodness of Fit criteria. The Goodness of Fit criteria and cut-off values used for the variables are as follows:

Table 5. Goodness of Fit Results

Goodness of Fit Index	***Cut off***	**TK**	**K**	**R**	**IP**	**E-WOM**	**CM**	**NB**
Chi-Square	*Kecil*	*0,000*	*0,000*	*0,000*	*0,000*	*0,000*	*0,000*	*0,000*
CMIN/DF	*≤2,00*	-	-	-	-	-	-	-
RMSEA	*≤0,08*	*0,603*	-	*0,664*	-	*0,588*	*0,644*	*0,703*
GFI	*≥0,90*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*
NFI	*≥0,90*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*
CFI	*≥0,90*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*	*1,000*

The results of the Goodness of Fit analysis show that all variables in this study, including Involvement Level, Trust, Recommendation, Message Content, Electronic Word-of-Mouth (eWOM), Brand Image, and Purchase Intention, have a good model. Each variable shows a Chi-Square value of 0.000 (Good fit) and GFI, NFI, and CFI values of 1.000 (Good fit). Several variables such as Involvement Level, Recommendation, eWOM, Brand Image, and Purchase Intention also show RMSEA values that fall into the Good fit category, with each being between 0.588 and 0.703.

Measurement model analysis includes validity and reliability tests. Validity tests are used to assess the instrument's ability to explain the construct being

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

measured, with valid indicators having a loading factor value of >0.5. Reliability tests, on the other hand, evaluate the consistency of the measuring instrument in producing the same results when used repeatedly on the same object. The results of this confirmatory test are presented in the following table.

Table 6. Validity Testing Results

Variable	Item	*Loading Factor*	*Cut off Value*	Results
High Involvement	HI1	0,704	0,5	Valid
	HI2	0,853	0,5	Valid
	EL3	0,783	0,5	Valid
Trust	T1	0,704	0,5	Valid
	T2	0,853	0,5	Valid
	T3	0,783	0,5	Valid
Recommendation	R1	0,855	0,5	Valid
	R2	0,752	0,5	Valid
	R3	0,831	0,5	Valid
Message Content	MC1	0,875	0,5	Valid
	MC2	0,932	0,5	Valid
	MC3	0,806	0,5	Valid
Electronic Word-of-Mouth (E-WOM)	EWOM1	0,676	0,5	Valid
	EWOM2	0,822	0,5	Valid
	EWOM3	0,776	0,5	Valid
Brand Image	BI1	0,760	0,5	Valid
	BI2	0,859	0,5	Valid
	BI3	0,789	0,5	Valid
Purchase Intention	PI1	0,832	0,5	Valid
	PI2	0,811	0,5	Valid
	PI3	0,855	0,5	Valid

Table 7. Reliability Testing Results

Variable	*Construct Reliability*	*Variance Extracted*	Results
High Involvement	0,821	0,61	Reliable
Trust	0,909	0,77	Reliable
Recommendation	0,852	0,66	Reliable
Message Content	0,904	0,75	Reliable
Electronic Word-of-Mouth (e-WOM)	0,802	0,58	Reliable
Brand Image	0,845	0,65	Reliable

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Purchase Intention	0,869	0,69	Reliable

In table 4.6 above is a validity test that shows that all variable indicators have a loading factor value obtained greater than 0.5, so that the value shows a valid indicator and can explain the existing construct. While in table 4.7 is a reliability test that shows a CR value> 0.7 and an AVE value> 0.5. Based on these results, it can be concluded that the reliability of each construct has been met and shows above the CR value> 0.7 and AVE> 0.5.

d) Structural Model Analysis

The results of data processing for structural analysis of the SEM model are presented in the following figure:

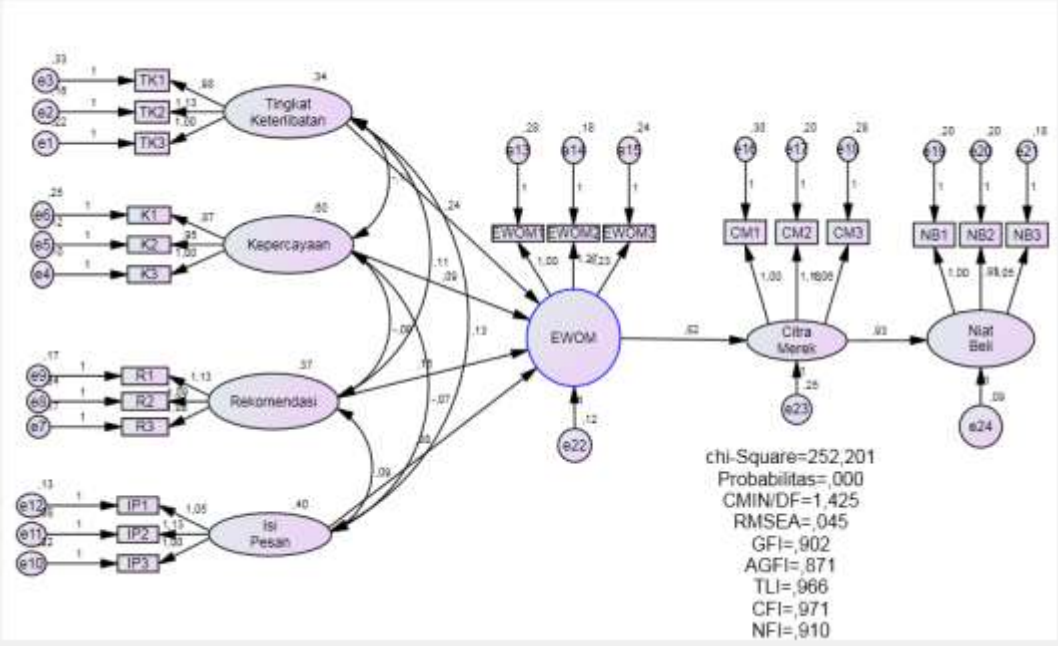


Figure 3. Research Model

Table 8. Goodness of Fit Analysis Results

Criterion	*Cut Off*	Model Results	Results
Chi-Square	Expected small	252,201	Not Fit
Significance Probability	≥ 0,05	0,000	Not Fit
RMSEA	≤ 0,08	0,045	Good fit
GFI	≥ 0,90	0,902	Good fit
NFI	≥ 0,90	0,910	Good fit

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

CFI	≥ 0,90	0,971	Good fit
EVCI	≤ EVCI Saturated	1,723	Good fit
CMIN/DF	≤ 2,00	1,425	Good fit

Based on the results of the Goodness of Fit analysis, although the Chi-Square value of 252.201 does not meet the recommended standards because it is sensitive to large sample sizes, this model can still be declared good. Other indicators such as RMSEA of 0.045, GFI 0.902, NFI 0.910, CFI 0.971, ECVI 1.723 (lower than ECVI Saturated 1.981), and CMIN/DF 1.425 have met the Good Fit criteria. Although the Chi-Square and significance probability parameters do not fit, the overall research model still shows good accuracy standards.

e) Hypotesis Testing Results

Table 9. Hypotesis Testing Results

Research Hypotesis	*Estimate*	*S.E*	*C.R*	*P*	Results
H1: The High Involvement with SNS has a significant impact on eWOM among consumers.	0,242	0,068	3,568	***	Accepted
H2 : Trust in SNS has a positive effect on eWOM among consumers.	0,098	0,048	2,048	0,041	Accepted
H3 : SNS members' recommendations have a positive and significant effect on eWOM among consumers.	0,144	0,052	2,797	0,005	Accepted
H4 : Message content has a positive and significant effect on eWOM among consumers.	0,361	0,059	6,145	***	Accepted
H5 : Consumer e-WOM has a positive and significant effect on brand image.	0,823	0,123	6,680	***	Accepted
H6: Brand image has a positive and significant effect on purchase intention.	0,927	0,085	10,855	***	Accepted

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

DISCUSSION

1. **The Influence of High Involvement on Electronic Word-of-Mouth (eWOM)**

   The results of the first hypothesis test show that the High Involvement with SNS has a significant and positive effect on eWOM among consumers, with a probability value of less than 1% (0.00). This finding is consistent with the research of Sallem & Ellahi (2017) which confirms that high involvement in fashion activities affects eWOM and purchase intentions, as well as the research of Fan & Miao (2012) which states that consumers with high involvement tend to be more receptive and use positive reviews.

2. **The Influence of Trust on Electronic Word-of-Mouth (eWOM)**

   The results of the second hypothesis test show that trust in SNS has a significant and positive effect on eWOM, with a probability value of 0.041, which is less than 5%. This finding is in line with Yazdani et al. (2020) who found a positive effect of trust on eWOM and online product purchase intentions, and Farzin & Fattahi (2018) who noted a positive effect of trust on eWOM involvement on SNS. Consumers who trust social network members are more likely to rely on their reviews.

3. **The Influence of Recommendation on Electronic Word-of-Mouth (eWOM)**

   The results of the third hypothesis test show that recommendations on SNS have a significant and positive effect on eWOM, with a probability value of 0.005, which is less than 5%. This finding is in line with De Valck et al. (2009) who stated that recommendations on social networks have a greater impact than other virtual communities on need recognition and post-purchase evaluation. Also supported by Hongwei Yang (2013) who found a significant effect of product recommendations on SNS on young Chinese consumers, where SNS and eWOM function as mediators for companies.

4. **The Influence of Message Content on Electronic Word-of-Mouth (eWOM)**

   The results of the fourth hypothesis test show that the content of messages on SNS has a significant and positive effect on eWOM, with a probability value of 0.00, which is less than 1%. This finding is consistent with Shiddiqui et al. (2021) who stated that message content significantly affects eWOM credibility, as well as Yiu Chi Yan (2014) who found that source credibility and message appeal have a positive effect on eWOM responses.

5. **The Influence of Electronic Word-of-Mouth (eWOM) on Brand Image**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The fifth hypothesis test shows that eWOM has a significant and positive influence on brand image, with a probability value of 0.00, which is less than 1%. This finding is in line with Chaubey & Kala (2018) who stated that eWOM has a significant effect on brand image, because consumers seek and use eWOM reviews to form brand image. This is also supported by Jalilvand & Samiei (2012) who showed that eWOM has a significant positive impact on brand image, confirming the importance of eWOM communication in determining brand image.

6. **The Influence of Brand Image on Purchase Intention**

The results of the sixth hypothesis test show that brand image has a significant effect on consumer purchase intention, with a probability value below 1%, which is 0.00. This finding is consistent with the research of Jalilvand & Samiei (2012) which revealed a significant effect of brand image on purchase intention in the automotive industry. Research by Lin et al. (2013) and Abubakar et al. (2016) also supports these results, showing that a strong brand image can increase purchase intention, as seen in the GrabCar brand.

CONCLUSION

This study examines the effect of electronic word of mouth (eWOM) credibility on social networking sites on brand image and purchase intention by involving 210 respondents who are active on social media and have purchase intention. The results of the analysis show that the High Involvement, trust, recommendation, and message content significantly affect eWOM. The higher the High Involvement, trust, recommendation, and message content quality, the greater the effect on eWOM. In addition, eWOM is proven to have a significant positive impact on brand image, which in turn increases consumer purchase intention. Thus, all tested hypotheses, namely H1 (involvement has a positive effect on eWOM), H2 (trust has a positive effect on eWOM), H3 (recommendation has a positive effect on eWOM), H4 (message content has a positive effect on eWOM), H5 (eWOM has a positive effect on brand image), and H6 (brand image has a positive effect on purchase intention), are proven correct.

RESEARCH LIMITATION

This study has several limitations that are expected to be the basis for future improvements. First, this study covers various social networking sites in general without focusing on a particular platform such as Shopee or Instagram. Second, there are shortcomings in data collection through online questionnaires, where some respondents'

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

answers do not match the actual situation. Given these limitations, the author hopes that future research can provide more accurate results by expanding the object and scale of the study to increase the generalizability of the findings.

MANAGERIAL IMPLICATION

Based on the analysis of this study, it is important for SNS members and companies to pay attention to the factors that influence eWOM credibility because it has an impact on brand and product assessments. This study provides insight into how eWOM can affect trust, brand image, and purchase intention, so companies need to develop more effective marketing strategies. For business actors, it is recommended to increase consumer engagement and trust and pay attention to factors such as recommendations and message content. For further researchers, it is recommended to expand the sample, research objects, and add variables and indicators in eWOM studies to obtain more comprehensive results.

REFERENCES

Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. *Free Press*.

Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. Journal of consumer research, 15(2), 210-224.

Chan, Y. Y., & Ngai, E. W. (2011). Conceptualising electronic word of mouth activity: An input-process-output perspective. Marketing Intelligence & Planning, 29(5), 488-516.

Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. Internet Research, 18(3), 229-247.

Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. Decision support systems, 54(1), 461-470.

Duan, W., Gu, B., & Whinston, A. B. (2008). The dynamics of online word-of- mouth and product sales-An empirical investigation of the movie industry. Journal of Retailing. https://doi.org/10.1016/j.jretai.20 08.04.005

Fan, Y. W., & Miao, Y. F. (2012). Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences. International Journal of electronic business management, 10(3), 175.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. Journal of Advances in Management Research, 15(2), 161-183.

Gefen, D., & Straub, D. W. (2004). Trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. Omega, 32(6), 407-424.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. MIS quarterly, 51-90.

Hamidun, M. A. (2018). Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention Melalui Brand Image (Studi Pada Followers Akun Instagram@ Ouvalresearch) (Doctoral dissertation, Universitas Brawijaya).

Hawkins D.I, David L.M. (2013). Consumer Behavior: Building Marketing Strategy, 12th ed., New York: Irwin-McGraw-Hill

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. Journal of interactive marketing, 18(1), 38-52.

Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of word-of-mouth and product-attribute information on persuasion: An accessibility-diagnosticity perspective. Journal of consumer research, 17(4), 454-462.

Hoffman, S. R., Le, T., Lockhart, A., Sanusi, A., Dal Santo, L., Davis, M., ... & Smith, J. S. (2017). Patterns of persistent HPV infection after treatment for cervical intraepithelial neoplasia (CIN): A systematic review. International journal of cancer, 141(1), 8-23.

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. Journal of research in interactive marketing, 8(4), 269-293.

Hoyer, W. D., & MacInnis, D. J. (2001). Consumer Behavior. Houghton Mifflin.

Hsu, C. L., Lin, J. C. C., & Chiang, H. S. (2013). The effects of blogger recommendations on customers' online shopping intentions. Internet Research, 23(1), 69-88.

Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. Journal of destination marketing & management, 1(1-2), 134-143.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. International Journal of Services, Economics and Management, 9(2), 143-157.

Kang, E. Y., Shin, J. H., Kang, S. G., Hwang, Y. N., Cha, E. S., & Song, S. W. (2007). Relationship between Mammographic Dense Breast and Other Risk Factors of Breast Cancer in Korean Women. Journal of the Korean Academy of Family Medicine, 28(12), 937-942.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1-22.

Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. Tourism management, 29(3), 458-468.

Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. Journal of business research, 63(9-10), 919-925.

Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales?. International Journal of Forecasting, 23(3), 347-364.

Mudambi, S. M., & Schuff, D. (2010). What makes a helpful online review? A study of customer reviews on Amazon.com. MIS Quarterly, 34(1), 185-200.

Nasir, M., & Bashir, A. (2012). Examining workplace deviance in public sector organizations of Pakistan. International Journal of Social Economics, 39(4), 240-253.

Novak, T. P., Hoffman, D. L., & Yung, Y. F. (2000). Measuring the customer experience in online environments: A structural modeling approach. Marketing science, 19(1), 22-42.

Park, C., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. International Journal of Electronic Commerce, 11(4), 125-148.

Petty, R. E., Cacioppo, J. T., Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion (pp. 1-24). Springer New York.

Qu, M., Kim, J., & Choi, S. (2017, June). The Effects of Multidimensional Customer Trust on Purchase and eWOM Intentions in Social Commerce based on WeChat in China. Asia Pacific Journal of Information Systems, 27(2), 81. https://doi.org/10.14329/apjis.2017.27.2.77

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Rangkuti, F. (2009). Mengukur Efektivitas Program Promosi & Analisis Kasus Menggunakan SPSS. PT Gramedia Pustaka Utama.

Riyanto, S., & Hatmawan, A. A. (2020). Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen. Deepublish.

Saleem, A., & Ellahi, A. (2017). Influence of electronic word of mouth on purchase intention of fashion products in social networking websites. Pakistan Journal of Commerce and Social Sciences (PJCSS), 11(2), 597-622.

Sekaran, U., & Bougie, R. (2013). Edisi 6. Research Methods for Business.

Sharma, V. M., & Klein, A. (2020). Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. Journal of Retailing and Consumer Services, 52, 101946.

Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. Journal of Theoretical and Applied Electronic Commerce Research, 16(4), 1008-1024.

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. Journal of current issues & research in advertising, 26(2), 53-66.

Yan, Y. C., Li, H., & See-to, E. (2014). Fun in a trustworthy environment? The effects of message source credibility and message appeal on ewom responses in Facebook.

Yang, H. (2013). A cross-cultural study of market mavenism in social media: exploring young American and Chinese consumers' viral marketing attitudes,eWOM motives and behaviour. International Journal of Internet Marketing and Advertising, 8(2), 102-124.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. Journal of consumer research, 12(3), 341-352.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.