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The Effect Of Brand Image And Electronic Word Of Mouth (E-Wom) On Purchase Decisions For Labore Products In Bandar Lampung

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Abstract

This research is motivated by the growing beauty industry in Indonesia and the increasing public awareness of the importance of skin health and care. This study aims to analyze the influence of brand image and electronic word-of-mouth on purchasing decisions for Labore products in Bandar Lampung. This research uses a quantitative approach with a non-probability sampling technique, specifically purposive sampling. Data was collected by distributing questionnaires to 200 social media users who had previously purchased or used Labore products. Data analysis was performed using multiple linear regression with the assistance of SPSS software version 27. The research results indicate that both brand image and electronic word-of-mouth have a positive and significant influence on the purchase decision for Labore products in Bandar Lampung. This proves that the stronger the brand image and the more positive the consumer reviews on social media, the higher the consumer's decision to purchase the product. This research has implications for companies to strengthen their brand communication strategies and optimize E-WOM in increasing consumer purchasing decisions in the local skincare market.

Keywords: Brand Image, Electronic Word of Mouth, Purchase Decision.

INTRODUCTION

The skincare industry in Indonesia is experiencing rapid growth, characterized by an increasing number of businesses, the value of industry revenue, and the intensity of competition between brands. This condition encourages consumers to be more selective

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in making purchasing decisions, where brand image and electronic word of mouth (E-WOM) play an important role as primary sources of information and reference.

Amidst the fierce competition in the skincare industry, Labore emerges as a scientifically-based local skincare brand from PT Paragon Technology and Innovation, launched in October 2021. Its focus is on providing safe and effective skincare products for consumers with sensitive skin. Labore is a local dermatologically-based skincare brand that focuses on sensitive skin care and is backed by the reputation of its parent company and validation from dermatologists. By making a hypoallergenic claim, Labore demonstrates its strong commitment to providing safety and minimizing the risk of irritation. This commitment is reinforced by the tagline "The 1st Sensitive Skin Expert Designed and Tested for Tropical Skin," which solidifies its position as the first expert in sensitive skin solutions for tropical climates. According to Kotler & Keller (2016), brand image is the perception and beliefs held by consumers about a brand, as reflected in the associations held in consumers' memories. Based on the review content, the creator is explaining the comparison between the old Sunscreen Labore product *(Biome Protect Physical Sunscreen SPF 45 PA+++) and the new one (BiomeProtect Acne & Oil Correct Physical Sunscreen SPF50+ PA++++)*. In the new formulation, the creator explains that this product is better for sensitive and acne-prone skin, and is more effective in helping to reduce facial redness with noticeable results.

Nevertheless, Labore is not yet among the brands with the largest market share and still faces various negative consumer reviews on social media and e-commerce, which could potentially weaken brand perception. The differences in previous research findings regarding the influence of brand image and E-WOM on purchase decisions, as well as the limitations of research on local skincare products, indicate a research gap that needs further investigation. Therefore, this study aims to analyze the influence of brand image and electronic word-of-mouth on the purchase decision of Labore products in Bandar Lampung City.

LITERATURE REVIEW

Marketing

Marketing according to Kotler and Armstrong (2012), Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

Brand Image

According to Kotler and Keller (2012) in Pasaribu (2022), brand image is the public's perception of a company or product. Brand image plays a crucial role in consumer purchasing decisions. Therefore, a positive brand image can increase consumer interest

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in purchasing a product. According to Keller (2011) in Putri and Fauzi (2023), there are three dimensions of brand image:

a. Corporate Image
b. User Image
c. Product Image

Marketing Communications

According to Firmansyah (2020), the term "marketing communications" has two main elements: communication: the process by which thoughts and understanding are conveyed between individuals, or between organizations and individuals.

According to Shimp (2003), marketing communications has several essential characteristics that provide the philosophical foundation for the strategy. Here are five characteristics of marketing communications:

1. Consumers are the starting point for all marketing communications activities.
2. Use all marketing communications tools appropriate to the task.
3. Messages must speak with one voice.
4. Build a good relationship between the brand and consumers.
5. Influence the behavior of the target market.

Word Of Mouth

According to Kotler (2008), word of mouth (WOM) is personal communication about a product between buyers and those around them. Word of mouth marketing has three important characteristics (Kotler and Keller, 2009):

1. Credibility
2. Personal marketing
3. Timeliness of marketing

Electronic Word of Mouth (E-WOM)

Electronic word of mouth communication is more effective than other communication channels such as advertising or print media. According to Goyette et al. (2010), the electronic word of mouth variable is measured using three dimensions:

a. Intensity
b. Valance of Opinion
c. Content

Purchasing Decisions

According to Kotler and Keller (2014), purchasing decisions are a problem-solving process consisting of analyzing or recognizing needs, desires, searching for information,

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evaluating selection sources for purchasing alternatives, purchasing needs, and post-purchase behavior.

IMPLEMENTATION METHOD

Types of Data

This study employed a quantitative descriptive approach to analyze the influence of brand image and electronic word of mouth on purchasing decisions for Labore products in Bandar Lampung. Furthermore, the sampling technique used was non-probability sampling, measured using a Likert scale, with 21 indicators used by the researchers. Therefore, the minimum required sample size was 189 respondents. However, the researchers increased the sample size to 200 because this sample size was deemed more effective in maintaining the external validity of the study, testing using multiple linear regression.

Analysis Method

The general equation of multiple linear regression used is as follows:

$$Y = a + \beta 1X1 + \beta 2X2 + \varepsilon$$

Keterangan:
Y = Purchase Decision
X1 = Brand Image
X2 = Electronic Word of Mouth
a = Intercept
β = Regression coefficient of each variable
ε = Error

RESULTS AND DISCUSSION

Validity Test

Table 1. Recapitulation of Validity Test

Variable	Item	KMO	Anti Image	Factor Loading	Description
Brand Image (X1)	X1.1	0,811	0,827	0, 670	Valid
	X1.2		0,784	0,750	Valid
	X1.3		0,783	0,678	Valid
	X1.4		0,813	0,661	Valid
	X1.5		0,934	0,588	Valid
	X1.6		0,831	0,765	Valid
	X1.7		0,771	0,733	Valid
	X1.8		0,809	0,740	Valid
Electronic	X2.1	0,881	0,839	0,773	Valid

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Word of Mouth (X2)	X2.2		0,853	0,647	Valid
	X2.3		0,895	0,766	Valid
	X2.4		0,923	0,591	Valid
	X2.5		0,951	0,761	Valid
	X2.6		0,879	0,838	Valid
	X2.7		0,867	0,808	Valid
	X2.8		0,871	0,826	Valid
Purchase Decision (Y)	Y.1	0,764	0,706	0,844	Valid
	Y.2		0,836	0,732	Valid
	Y.3		0,737	0,833	Valid
	Y.4		0,829	0,620	Valid
	Y.5		0,800	0,639	Valid

Source: Data processed by the researcher, 2026

Validity testing is conducted to measure the validity of a research instrument. An instrument is considered valid if it can measure what it is intended to measure. Based on the validity test results, an item is considered valid if it has a factor loading value > 0.50. This high factor loading value indicates that each indicator is able to adequately represent the construct being measured.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Stand	Description
Brand Image (X1)	0,842	0,6	Reliabel
Electronic Word of Mouth (X2)	0,883	0,6	Reliabel
Purchase Decision (Y)	0,780	0,6	Reliabel

Source: Data processed by the researcher, 2026

The reliability test aims to determine whether the questionnaire maintains consistency when measurements are taken repeatedly. The table above shows that the reliability test results show a Cronbach's alpha value of ≥ 0.60 for all instrument items. This indicates that each statement item has a high level of internal consistency.

Frequency Distribution of Respondent
Answers Responses Regarding Brand Image (X1)

Table 3. Respondents' Responses Regarding Brand Image

No.	Statement	Frequency of Responses					
		STS	TS	N	S	SS	Mean
1.	Labore products are manufactured by a	1	1	7	98	93	4,41

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	trusted company.						
2.	Labore products are manufactured by an innovative company.	1	0	8	97	94	4,42
3.	Using Labore products makes me feel confident.	0	4	11	98	87	4,34
4.	People who use Labore products reflect modern consumers.	0	9	22	108	61	4,11
5.	Labore products have attractive packaging.	1	16	20	107	56	4,01
6.	The function of Labore products aligns with consumer needs.	0	2	5	73	120	4,56
7.	Labore products are reliable skincare products.	0	1	7	76	116	4,54
8.	Labore products offer benefits commensurate with their price.	0	2	12	61	125	4,55
Total							4,36

Source: Data processed by the researcher, 2026

Based on the table above, the overall mean of the eight statement indicators in the brand image variable is 4.36, which indicates that Labore's brand image is very strong and positive in the eyes of consumers. This indicates that the brand image of Labore products is very high in influencing consumer purchasing decisions.

Responses Regarding Electronic Word of Mouth (X2)

Table 4. Respondent Responses Regarding Electronic Word of Mouth

No.	Statement	Frequency of Responses					
		STS	TS	N	S	SS	Mean
1.	I often access information about Labore products on social media.	2	16	15	129	38	3,93
2.	I often interact with other users regarding Labore products on social media.	2	32	28	111	27	3,65
3.	I often see many reviews about Labore products on social media or *e-commerce* platforms before making a purchase.	1	10	20	117	52	4,05
4.	I am considering both positive and negative reviews from other users about Labore products on social media and e-commerce platforms.	0	1	9	77	113	4,51

Source: Data processed by the researcher, 2026

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Based on the table above, the overall mean of the eight statement indicators in the Electronic Word of Mouth variable is 4.09, indicating that electronic word of mouth has a strong influence on consumers of Labore products. This indicates that information, reviews, and recommendations spread through social media and e-commerce play a significant role in influencing consumer purchasing decisions for Labore products.

Response to Purchase Decision (Y)

Table 5. Respondent Responses Regarding Purchase Decision

No.	Statement	Frequency of Responses					
		STS	TS	N	S	SS	Mean
1.	When I want to buy skincare products, Labore is my choice.	0	24	16	117	43	3,90
2.	I will recommend Labore products to my friends.	0	7	12	127	54	4,14
3.	I didn't really consider other brands when I decided to buy Labore products.	4	30	17	105	44	3,78
4.	I chose Labore products because I've used them before.	1	26	9	64	100	4,18
5.	I bought Labore products because they are in high demand.	1	13	16	76	94	4,25
Total							4,05

Source: Data processed by the researcher, 2026

Based on the table above, the overall mean of the five statement indicators in the Purchase Decision variable is 4.05, indicating that consumers' purchasing decisions for Labore products are at a high level. This indicates that consumers have a strong tendency to purchase and continue using Labore products.

Multiple Linear Regression Test

This study uses a multiple linear regression analysis approach to determine the influence of brand image and *electronic word of mouth* variables on purchasing decisions for Labore products in Bandar Lampung.

Table 6. Results of Multiple Linear Regression Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.270	1.879		.676	.500

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	Citra Brand	.293	.060	.332	4.907	.000
	Electronic Word of Mouth	.266	.052	.345	5.092	.000
a. Dependent Variable: Purchase Decision						

Sumber : Data diolah peneliti, 2026

Based on the results of Table 6. above, these are the results of multiple linear regression calculations carried out using SPSS version 27. The regression equation obtained is as follows:

$$Y = 1{,}270 + 0{,}332X_1 + 0{,}345X_2$$

Based on the results of the regression calculations above, the brand image (X1) and *electronic word of mouth* (X2) variables each show that each variable has a positive and significant coefficient value.

Table 7. Results of the t-test

Variabel	t hitung	t tabel	Sig.	Keterangan
H1: Brand image influences purchase decisions.	4,857	1,972	0.001	Ha diterima
H2: *Electronic word of mouth* influences purchasing decisions.	5,085	1,972	0.001	Ha diterima

Source: Data processed by the researcher, 2026

1. In the output table above, it is known that Brand Image (X1) has a calculated t value of 4.857 > t table 1.972 and the significance value of Brand Image (X1) is 0.001 < 0.05. So it can be concluded that Brand Image (X1) has a significant influence on Purchasing Decisions (Y) and it is concluded that the Ho hypothesis is rejected and the Ha hypothesis is accepted.
2. In the output table above, it is known that *Electronic word of mouth* (X2) has a calculated t value of 5.085 > t table 1.972 and the significance value of Electronic word of mouth (X2) is 0.001 < 0.05. So it can be concluded that Electronic word of mouth (X2) has a significant influence on Purchasing Decisions (Y) and it is concluded that Hypothesis Ho is rejected and Hypothesis Ha is accepted.

Tabel 8. Hasil Uji Koefisien Determinasi (R^2)

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	**,593[a]**	**,351**	**,345**	**2,686**
a. Predictors: (Constant), Electronic Word of Mouth, Citra Brand				

Source: Data processed by the researcher, 2026

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Based on the results of the coefficient of determination test, the Adjusted R Square value was 0.345, equivalent to 34.5%. In other words, the regression model used was able to explain more than one-third of the variation in the purchasing decision variable. The remaining 65.5% (0.655) was explained by factors other than the variables examined in this study.

Tabel 9.Hasil Uji F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	768.876	2	384.438	53.294	.000[b]
	Residual	1421.079	197	7.214		
	Total	2189.955	199			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Citra Brand, *Electronic Word of Mouth*						

Source: Data processed by the researcher, 2026

Based on table 9. the F test results in this study are 53.294 > 3.04 and the significance level is 0.000 < 0.05, therefore it can be concluded that Ha is accepted. It can be concluded that brand image (X1) and electronic word of mouth (X2) simultaneously influence the purchasing decision of Labore products in Bandar Lampung.

DISCUSSION

The Influence of Brand Image on Purchase Decisions of Labore Products in Bandar Lampung

This is indicated by the average value of the brand image variable, which is 4.36. The results of the partial test (t-test) show that Brand Image (X1) has a calculated t-value greater than the t-table value (4.857 > 1.972) with a significance level of 0.001 < 0.05, so Ha is accepted. Thus, it can be concluded that brand image significantly influences the purchase decision for Labore products in Bandar Lampung. This finding indicates that brand image is an important factor for consumers in making purchasing decisions. The results of this study are also consistent with the research by Hammam and Robert K. (2021), which states that brand image has a positive and significant effect on purchasing decisions.

The Influence of Electronic Word of Mouth on Purchase Decisions for Labore Products in Bandar Lampung

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The results of the partial testing (t-test) show that Electronic Word of Mouth (X2) has a calculated t-value greater than the t-table value (5.085 > 1.972) with a significance level of 0.001 < 0.05, so Ha is accepted. Thus, electronic word of mouth significantly influences the purchase decisions of Labore products in Bandar Lampung. These findings indicate that information, reviews, and recommendations disseminated thru digital platforms play a crucial role in building trust and influencing consumer purchasing decisions. The results of this study align with the research by Ningtyas et al. (2024), which states that electronic word of mouth has a positive and significant impact on purchasing decisions, making the use of social media and e-commerce platforms an effective strategy for increasing consumer purchasing decisions in the digital age.

CONCLUSION AND RECOMMENDATIONS

Based on the results of the regression analysis, Brand Image and Electronic Word of Mouth were proven to have a positive and significant influence on the Purchase Decision of Labore products in Bandar Lampung. A good brand image, reflected in consumer perceptions of product reputation, quality, and reliability, can increase consumer likelihood of making a purchase decision. Additionally, electronic word of mouth in the form of reviews, recommendations, and positive interactions on social media and e-commerce platforms also plays a significant role in shaping consumer attitudes and purchasing decisions.

Based on the research findings, although Brand Image has a significant impact, the packaging design indicator still received the lowest score, so Labore is advised to improve the packaging appearance to make it more attractive, modern, and reflect the premium yet skin-friendly nature of the product. On the other hand, regarding the Electronic Word of Mouth variable, the low level of interaction between users indicates the need to increase digital engagement thru more interactive communication strategies. This effort is expected to expand the reach of electronic word of mouth and build a loyal consumer community that actively shares positive experiences.

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