

**THE EFFECTS OF ELECTRONIC WORD-OF-MOUTH (E-WOM) ON  
PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING  
VARIABLE FOR SKINCARE PRODUCTS BY OURDAYLEE**

**Presented as Partial Fulfillment of The Requirements for Degree of  
Sarjana Manajemen (SM) in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



**By:**

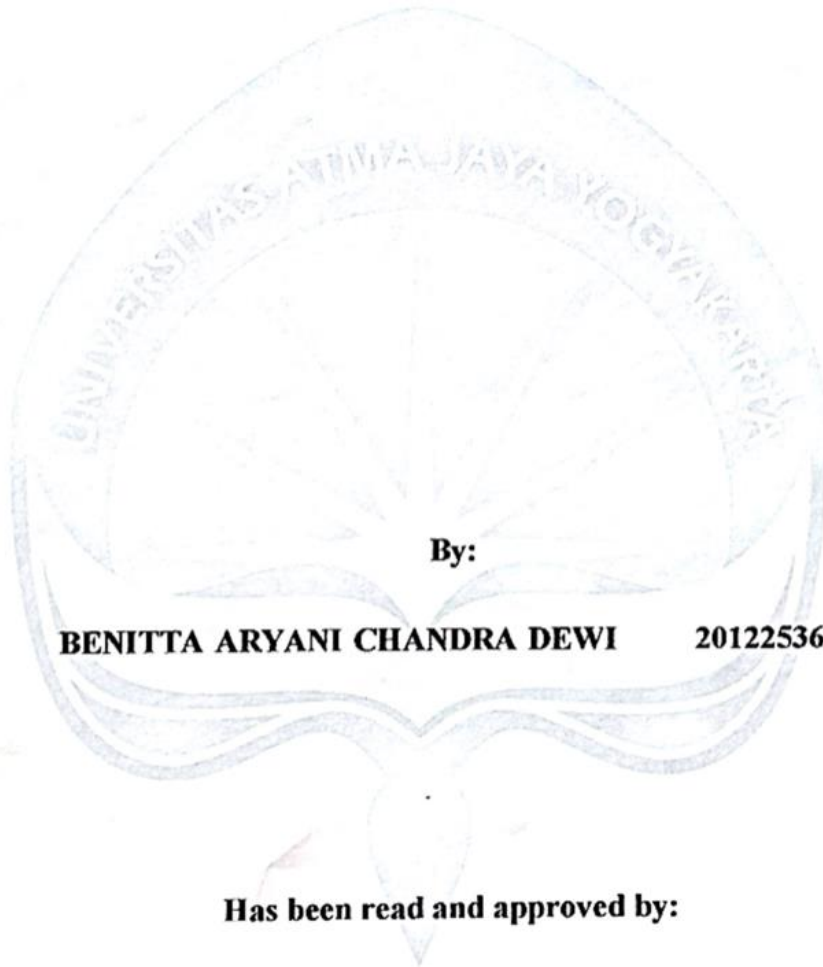
**BENITTA ARYANI CHANDRA DEWI      201225365**

**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
DEPARTMENT OF BUSINESS AND ECONOMICS  
FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

**2024**

**THESIS SUPERVISOR'S APPROVAL FORM**

**THE EFFECTS OF ELECTRONIC WORD-OF-MOUTH (E-WOM) ON  
PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING  
VARIABLE FOR SKINCARE PRODUCTS BY OURDAYLEE**



**By:**

**BENITTA ARYANI CHANDRA DEWI      201225365**

**Has been read and approved by:**

**Supervisor**

A handwritten signature in black ink, appearing to read "Vonezyo Yupanzara Dharomesz".

**Vonezyo Yupanzara Dharomesz, S.E., M.B.A.**

**June, 10<sup>th</sup> 2024**


**LETTER OF STATEMENT**  
**THE EFFECTS OF SOCIAL MEDIA MARKETING EFFORTS IN H&M BRAND ON**  
**BRAND EQUITY AND CONSUMER RESPONSE**

Arranged by:  
**Benitta Aryani Chandra Dewi**  
Student ID : 201225365

Has been defended and accepted in front of examiners on 24<sup>th</sup> July 2024, as Partial Fulfilment  
of the Requirements for Degree of Sarjana Manajemen (S1) in International Business  
Management Program Faculty of Business and Economics Universitas Atma Jaya Yogyakarta


**Examiners Committee**

**Head of Examiner**

  
**Wenefrida Mahestu Noviandra K, SE.,**  
**M.Sc.IB, Ph.D.**

**Member of Examiners**

  
**Nadia Nila Sari, SE., MBA**

  
**Vonezyo Yuzanzara Dharomesz,**  
**S.E., M.B.A.**

**Yogyakarta, 22<sup>nd</sup> July 2024**  
**Dean of the Faculty of Business and Economics**  
**Universitas Atma Jaya Yogyakarta**

  
**Wenefrida Mahestu Noviandra K, SE., M.Sc.IB, Ph.D.**  
  
FAKULTAS BISNIS  
DAN EKONOMIKA  
UNIVERSITAS ATMA JAYA YOGYAKARTA

## LIST OF TABLE

Table 2.1 Previous Journal .....	20
Table 3.1 Operational Definition .....	30
Table 3.2 Instrument Test Results.....	36
Table 4.1 Respondent Characteristics .....	37
Table 4.2 Descriptive Statistics .....	39
Table 4. 3 Normality Test (Kolmogorov-Smirnov) .....	40
Table 4.4 Muticollinearity Test.....	40
Table 4.5 Heteroskedasticity Glejser Test .....	42
Table 4.6 Multiple Linear Regression Analysis.....	42
Table 4.7 T Test Result of Influence of e-WOM to Brand Image .....	43
Table 4.8 T Test Result of Influence of e-WOM and Brand Image to Purchase Intention .....	44
Table 4.9 F Test Result .....	44
Table 4.10 Influence of e-WOM on Purchase Intention .....	45
Table 4.11 Influence of e-WOM on Purchase Intention through Brand Image....	45
Table 4.12 Regression Model I .....	46
Table 4.13 Regression Model II.....	47

## **LIST OF FIGURE**

Figure 1.1 TikTok Review .....	11
Figure 1.2 Shopee Review .....	11
Figure 1.3 Review Comments on Tiktok Post .....	12
Figure 1.4 Review Comments on X Post .....	13
Figure 2.1 Research Framework .....	27

## TABLE OF CONTENT

<b>THESIS SUPERVISOR'S APPROVAL FORM</b> .....	2
<b>LETTER OF STATEMENT</b> .....	3
<b>LIST OF TABLE</b> .....	4
<b>LIST OF FIGURE</b> .....	5
<b>TABLE OF CONTENT</b> .....	6
<b>ABSTRACT</b> .....	8
<b>CHAPTER I INTRODUCTION</b> .....	9
1.1 Background.....	9
1.2 Problem Statement.....	14
1.3 Research Objective.....	14
1.4 Research Benefits .....	15
1.5 Research Systematics.....	15
<b>CHAPTER II LITERATURE REVIEW</b> .....	17
2.1 Electronic Word-of-Mouth (e-WOM).....	17
2.2 Purchase Intention .....	18
2.3 Brand Image .....	18
2.4 Previous Journal .....	20
2.5 Hypothesis Development.....	25
2.6 Research Framework .....	27
<b>CHAPTER III RESEARCH METHODOLOGY</b> .....	28
3.1 Types of Research.....	28
3.2 Objects, Subjects, and Location of Research .....	28
3.3 Population and Sample.....	29
3.3.1 Population .....	29
3.3.2 Sampling Methods .....	29
3.4 Data Collection Methods .....	29
3.5 Operational Definition.....	30
3.6 Measurement Data.....	33
3.7 Methods of Data Analysis .....	33

<b>CHAPTER IV RESULT AND DISCUSSION.....</b>	<b>37</b>
4.1 Data Analysis .....	37
4.1.1 Characteristics of Respondents .....	37
4.1.2 Descriptive Statistics .....	39
4.1.3 Normality Test .....	40
4.1.4 Multicollinearity Test.....	40
4.1.5 Heteroskedasticity Scatterplot Test.....	41
4.1.6 Heteroskedasticity Glejser Test.....	42
4.1.7 Multiple Linear Regression Analysis .....	42
4.1.8 T Test .....	43
4.1.9 F Test.....	44
4.1.10 Coefficient Determination/R Test .....	45
4.1.11 Path Analysis.....	46
4.2 Discussion .....	47
4.2.1 Influence of Electronic Word-of-Mouth (e-WOM) on Purchase Intention of Ourdaylee .....	47
4.2.2 Influence of Electronic Word-of-Mouth (e-WOM) on Brand Image of Ourdaylee .....	48
4.2.3. Influence of Brand Image on Purchase Intention of Ourdaylee.....	49
4.2.4 Influence of Electronic Word-of-Mouth (e-WOM) on Purchase Intention of Ourdaylee with Brand Image as Mediator .....	49
<b>CHAPTER V CLOSING.....</b>	<b>51</b>
5.1 Conclusion .....	51
5.2 Limitation.....	52
5.3 Suggestion.....	53
5.4 Managerial Implication.....	54
<b>APPENDIX .....</b>	<b>60</b>

## **ABSTRACT**

This study examines the impact of Electronic Word-of-Mouth (e-WOM) on purchase intentions, mediated by brand image, for Ourdaylee skincare products. Utilizing quantitative methods, data was gathered from individuals familiar with Ourdaylee through online reviews or social media. Data collection was conducted through an online questionnaire with responses measured on a Likert scale, and analyzed using SPSS 27.0. The study confirms four key hypotheses: (1) e-WOM significantly and positively influences purchase intentions, indicating that favorable online reviews boost consumer likelihood to purchase; (2) e-WOM enhances brand image, improving overall consumer perception and reputation of Ourdaylee; (3) a strong brand image directly increases purchase intentions; and (4) the effect of e-WOM on purchase intentions is mediated by brand image, with positive e-WOM bolstering brand image and, subsequently, purchase intentions. The findings suggest that brands should leverage positive e-WOM and enhance brand image to boost purchase intentions. Future research should explore additional consumer satisfaction factors and include more diverse samples for broader insights.

Keyword: Marketing, e-WOM, Purchase Intention, Brand Image, Skincare Product