



Does e-WOM and Product Quality Impact Purchase Decision in Tiktok Indonesia?

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Received : October 21, 2023

Accepted : December 30, 2023

Published : January 31, 2024

Citation: Romanisti, S, A., Juniwati, Pebrianti, W., Heriyadi, Jaya, A. (2024). Does e-WOM and Product Quality Impact Purchase Decision in Tiktok Indonesia?. Ijomata International Journal of Management, 5(1), 45-61.

<https://doi.org/10.52728/ijjm.v5i1.984>

ABSTRACT: The impact of this is that sales of beauty products can contribute significantly to a country's economy. Successful cosmetics companies can create jobs, pay taxes and contribute to economic growth. This can influence consumer preferences and provide companies with information about what the market is interested in. This study aims to determine the effect of electronic word of mouth and product quality on purchasing decisions mediated by brand image on Maybelline mascara products in Indonesia. The population in this study are people who have bought Maybelline mascara on TikTok social media at least twice. This study will use a causal design approach with Structural Equation Modeling (SEM) as a statistical approach to test constructs and hypotheses built with AMOS 24 statistical aids. The number of samples used in this study were 215 respondents who had bought Maybelline mascara on TikTok at least 2 times. The results of this study indicate that electronic word of mouth and product quality have a positive and significant effect on purchasing decisions mediated by brand image.

Keywords: Electronic Word Of Mouth, Product Quality, Brand Image, Purchase Decision



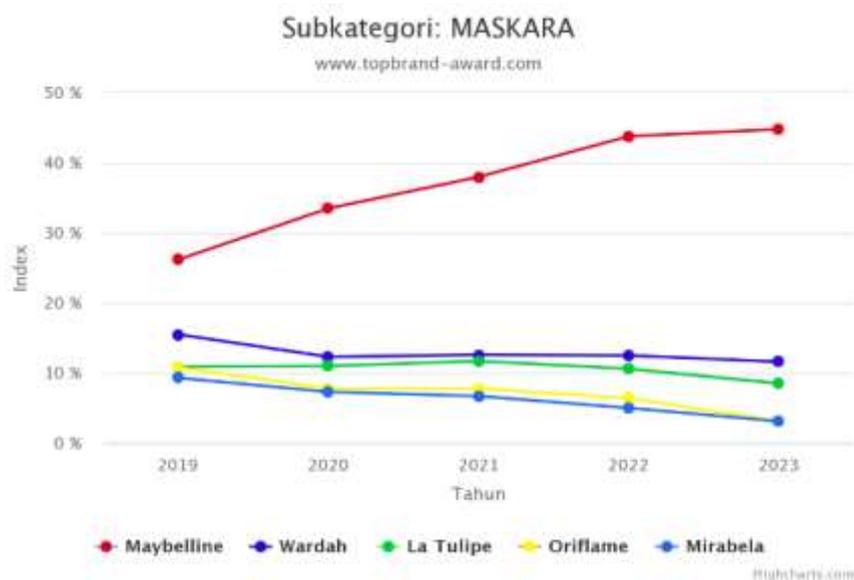
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INTRODUCTION

Developments from time to time and through fast mechanics and natural data developments make changes to human patterns. Increasing human expectations for daily comfort have resulted in the diversity and expansion of human needs and ways of life. Looking stunning is the desire of all women. Women are people who buy beauty items more often so they want to get them ([Apriani & Bahrin, 2021](#)). The need for an attractive appearance can be met by using beauty care products or cosmetics. Cosmetics are products or ingredients used to improve appearance. The rapid development of available cosmetics has an impact on consumers' dispositions in purchasing and using products. Buying cosmetic products nowadays is not just to satisfy desires, but because beauty care products have become a necessity. The use of beauty care products in Indonesia is spreading rapidly. This is shown by the increasing use of beauty care products every year.

According to data from (goodstats.id, 2021) Indonesia is the 2nd largest consumer country for halal beauty products. Based on data submitted by Nielsen and Euromonitor, it appears that beauty product transactions have grown significantly starting around 2017, increasing by 11.99 percent, with participation of IDR 19 trillion. Over the past six years, the development of beauty care products has grown by 10%. Apart from that, leading commodities also showed solid development from 2013 to 2017 with a growth of 3.56 percent. This happens because there is an increase in the consumption of cosmetic products. Apart from that, research conducted by BPOM noted that the cosmetology industry experienced an increase in the number of businesses of up to 20.6 percent. One of the superior cosmetic products is Maybelline.

Maybelline is made by L'Oreal Gathering. The L'Oreal group first appeared in Indonesia in 1979. Maybelline has many kinds of cosmetic products, one of which is mascara. Maybelline products are known as products that are safe, comfortable, and produced using ingredients that have passed the official tests of the Food and Drug Supervisory Agency (BPOM) Indonesia. Maybelline has built a positive image and maintained the quality of its products, the company cannot ignore the threat of competition from other companies. To face this challenge, Maybelline needs to continuously evaluate, make updates, and design smart marketing strategies to strengthen e-WOM. A more intense focus on the products to be marketed is also key. It is important for the company to keep innovating so that consumers do not feel bored with the products already on the market, especially since many similar competitors are also releasing similar products. Maybelline should also keep an eye on the latest cosmetic trends, by innovating to attract consumers' attention more effectively. Although Maybelline has a wide variety of cosmetic products that are in high demand, facing competition requires a constantly updated strategy.



Sumber: Top Brand Award (www.topbrand-award.com)

According to data from (topbrand-award.com, 2023) Maybelline mascara succeeded in bringing the Maybelline brand into the TOP Brand Awards for the past 5 years in 2019 - 2023. Although Maybelline mascara has maintained its position at the top, Maybelline must remain vigilant against competition and continue to improve its product quality and brand image. Maybelline needs to

innovate continuously to develop its products, given the presence of competitors such as Wardah, La Tulipe, Oriflame, and Mirabela. In the business world, improving product quality and maintaining a positive brand image are very important in order to maintain consumer interest and encourage purchasing decisions for Maybelline products. Companies need to continue to strive to make their products attractive to consumers, and build strong purchasing decisions through social media.

Online media users in Indonesia will number 215.63 million people in 2023 ([dataindonesia.id, 2023](https://dataindonesia.id)). According to data ([wearesocial.com, 2023](https://wearesocial.com)), TikTok, which is an online medium for short videos, has 1.09 billion users throughout the world. Based on data sources from ([databoks.co.id, 2023](https://databoks.co.id)) TikTok users in Indonesia are ranked second as the most Tiktok users in the world after America which reached 112.97 million users. With the large use of Tiktok social media in Indonesia, Maybelline uses Tiktok social media to sell and market products with the username @maybelline_indonesia and has 2.3 million followers. According to ([Fadilah & Saputra, 2021](#)) the reason TikTok social media is currently popular is that they only focus on content equipped with complete features, because of this TikTok users get information and processes in purchasing decisions. With many levels and reaching popularity, TikTok has become a promotional event for business people. Business people use TikTok social media to make reviews. Consumers' experiences in using products individually are used to create content containing product reviews. This is called electronic word of mouth (e-WOM).

Electronic Word of Mouth is a factor in consumer decision-making. The relationship between EWOM and purchasing decisions can also be demonstrated through spontaneous purchases caused by statements that make consumers think, point of view, behavior, and ultimate goals. ([Hirzianto et al., 2019](#)) states that although like the structure of WOM, electronic verbal exchange offers a different way of trading data, much of which is arcane or private. This is done to provide geological and worldly opportunities, especially since Electronic Verbal exchanges have at least some of them very long-lasting through composition. This is reinforced by opinions([Bushara et al., 2023](#)) saying EWOM will make consumers decide to purchase and increase sales performance. Research directed by([Chu et al., 2019](#)) that e-WOM influences consumers in making purchasing decisions.

Apart from the e-WOM factor, buyers' choices in purchasing an item are also influenced by the actual quality of the product. Organizations that have goods that generally experience development will ensure that buyers do not get bored and have choices in purchasing decisions and using goods ([Assauri, 2018](#)). According to ([Aktas, 2021](#)) product quality is a combination of properties and attributes that determine the extent to which the item can meet the attribute requirements of the item. According to([Umami, n.d.](#)) the better the quality of the goods made, the more open the doors are to consumers in determining purchasing decisions. As supported by research([Jackson et al., 2019](#)) the quality of the products the company sells will attract consumers to buy the product.

Apart from e-WOM and product quality, there are other factors for developing a business such as brand image. Brand image is a picture of a brand that is brought to the world from the personality of its buyers ([Eva & Widya, 2021](#)). Brands can be a method of marking ourselves and connecting

the possibility that we are what we buy by adding tone, interests, and tendencies can help buyers in making decisions because brands can be anywhere ([Bailey & Milligan, 2022](#)). If brand image and fame are maintained, high-quality products will be liked by consumers and cause the company's value to increase beyond the value of the resources it owns. If the brand nature of an item is widespread, buyers feel passion in purchasing interest ([Cahyani, 2019](#)). A solid brand can attract buyers to become part of several choices in choosing shopping alternatives, while the need for a solid brand will become a brand image. Consumers find profitable offers with a good company image and make them feel happy and happy and then decide to purchase. ([Apriani & Bahrin, 2021](#)) said that brand image does not influence consumer choices in shopping.

As other mascara brands develop, competition with other brands is mainly related to the extent to which Maybelline mascara products can compete in terms of quality, formula, and results provided. Competition in the beauty industry always centers on innovation. Brands compete to provide the latest marketing technology and formulas which makes competition even tougher. Many other brands of mascara have emerged, and researchers feel that there is a gap in the phenomenon above. This research was conducted because there were insignificant differences between the variables. The differences between electronic word of mouth, product quality, and brand image show further information about purchase decisions and brand image as a mediating role.

Electronic Word Of Mouth and Brand Image

Electronic Verbal Exchange showcases the utilization of the web to provide informal impact to help promote efforts and goals ([Kotler & Keller, 2021](#)). According to ([Sun et al., 2019a](#)) the meaning of brand image addresses the wisdom and confidence seen by the buyer, adjusted for the affiliation instilled in the buyer. Research ([Augusto & Torres, 2018](#)) states that e-WOM carried out by consumers creates feelings of pleasure and euphoria and makes the brand image embedded in the minds of buyers. This is in line with ([Tjhin & Aini, 2019](#)) consumers are often more receptive to advice or recommendations from individuals they know or who they perceive to have relevant knowledge. Then research ([Ansary & Nik Hashim, 2018](#)) if consumers share their positive experiences about a brand or product, this can create additional exposure and expand the brand's reach, so that more people become aware of the brand. Supported by research ([Nurkholish Majid, 2020](#)) which states that e-WOM has a positive effect on brand image. Research from ([Yonita & Budiono, n.d.](#)) also suggests that e-WOM has a positive effect on brand image. Research from ([Made Gita Widiastiti et al., 2020](#)) also supports that e-WOM has a positive effect on brand image. H1 : e-WOM positively influences Brand Image

Product Quality and Brand Image

Good product quality tends to make a positive contribution to brand image. If the brand's products are perceived to be of high quality, consumers will be more likely to have a positive image of the brand ([Apriliani & Hayuningtias, 2023](#)). Based on research conducted by ([Fiandi & Tanjung, 2022](#)) when consumers have a positive image about a brand, they tend to believe that the products from that brand also have good quality. Supported by research by ([Yan et al., 2019](#)) brand image can influence consumer perceptions about reliability, innovation, and product superiority. More opinions ([Taleizadeh et al., 2018](#)) show that brand image can condition consumers to associate products with higher value. Research from ([Gede et al., n.d.](#)) states that product quality has a

positive effect on brand image. Supported by research ([Oktavia Cahayani, 2020](#)) also states that product quality has a positive effect on brand image. As well as research from ([Manajerial et al., 2022](#)) stating the results of his research that product quality has a positive effect on brand image.

H2 : Product Quality positively influences Brand Image

Brand Image and Purchase Decision

The perceived values of a product offering with a brand image may influence consumer purchasing decisions ([Lia & Hakiem, 2022](#)). Approved by ([Na et al., 2020](#)) the brand image of this company can make consumers feel that they are getting a very profitable offer, which can trigger an urge to buy immediately. Supported by research ([Wulansari & Hayuningtias, 2023](#)) Consumers may find that the image introduced by the company impacts individuals desiring their products. Agree with ([Mbetete & Tanamal, 2020](#)) agree that they have to buy immediately because the company's image is good in the eyes of consumers. As well as research by ([Raji et al., 2019a](#)) shows that the company's good image to consumers makes them make decisions.

H3 : Brand Image has a positive and significant influence on the Purchase Decision

Electronic Word of Mouth and Purchase Decision

EWOM is a special instrument for sharing data about a good or service consumed between individuals who do not know each other ([Rosario et al., 2019](#)). EWOM impacts purchasing decisions ([Novendra et al., 2023](#)). Based on previous research ([Sun et al., 2019b](#)) shows that there is a relationship between Electronic Word of Mouth by consumers in making decisions, supported by ([Fileri et al., 2021](#)) stated that e-WOM influences purchasing decisions. The word-of-mouth strategy in electronic media influences consumer decisions when shopping ([Gabiella et al., 2022](#)).

H4 : Electronic Word of Mouth has a positive and significant effect on the Purchase of Decision

Product Quality and Purchase Decisions

High-quality products by the company will create consumer perceptions and influence emotions in purchasing. Product quality is the elements contained in an object or result that make the object or result reasonable for the reasons expected from that object or result ([Heizer & Render, 2020](#)). Consumers enthusiastically explain the benefits of products offered with this high quality which can be transmitted to consumers ([Arianto & Patilaya, 2018](#)) consumers may become more enthusiastic about the high quality product and feel interested in purchasing it immediately. Products produced by companies often offer very attractive value to consumers and make decisions based on factors, one of which is high quality ([Tjahjono et al., nd](#)). They offer attractive value, attractive price gaps, and ease of decision-making due to high product value ([Kim et al., 2018](#)).

H5 : Product Quality has a positive and significant effect on the Purchase Decision

Brand Image Mediates Electronic Word Of Mouth on Purchase Decision

Internet media has changed the way consumers search for information about products and brands. Consumers are now more likely to look for reviews, testimonials, and recommendations from fellow consumers before making a purchasing decision. This type of marketing involves the use of social media to reach reviews or reviews called e-WOM or what is known as electronic word of mouth. Therefore, EWOM is a promotional tool by empowers buyers to present their own

experiences to others (Hanaysha, 2022). EWOM can be in the form of a review or audit of items with a 1-5 star rating and buyer comments, both positive and negative, on items in discussions provided on social media, especially the TikTok application. If previous consumers give a high rating, other consumers will be interested in buying. Opinion (Ruiz-Mafe et al., 2018) shows unequivocally that e-WOM plays an important role in forming and mediating brand image, which in turn influences purchasing decisions. Backed by research (W. Lin & Yin, 2022) If positive e-WOM supports a positive brand image, then it can strengthen consumer confidence in the brand and encourage purchasing decisions.

H6 : Electronic word of mouth has a positive and significant effect on Purchase Decisions through Brand Image

Brand Image mediates Product Quality on Purchase Decision

The relationship between product quality and purchasing decisions mediated by brand image is important in the world of marketing. Consumers tend to choose products from brands that have a positive image and are considered to have good quality. Because the quality of goods is an important perspective in determining purchasing choices, companies should focus on the nature of their goods. A company is said to be more effective if it can produce good quality products (Marland, 2018). Apart from that, customers will make purchases if the product has good quality, the quality of the product will influence the brand image. In research (Jacobs & Hörisch, 2022) proves that a strong brand image can mediate consumer perceptions of quality products and ultimately make purchases. Powered by (Bashir et al., 2020) A good brand image can influence consumer value perceptions. Research by (Candra & Suparna, 2019) states that brand image mediates product quality through purchasing decisions. This is also supported by research (Arifin et al., 2022) which suggests that brand image mediates product quality through purchasing decisions. As well as research from (Sanjiwani & Suasana, 2019) also stated the results that brand image can mediate product quality through purchasing decisions. Consumers may have more trust in products that have a history of good quality and a positive reputation than brands that have a positive image because they believe that these products provide higher value and can influence the size of the decision when buying a product.

H7 : Product quality has a positive and significant effect on Purchase Decisions through Brand Image

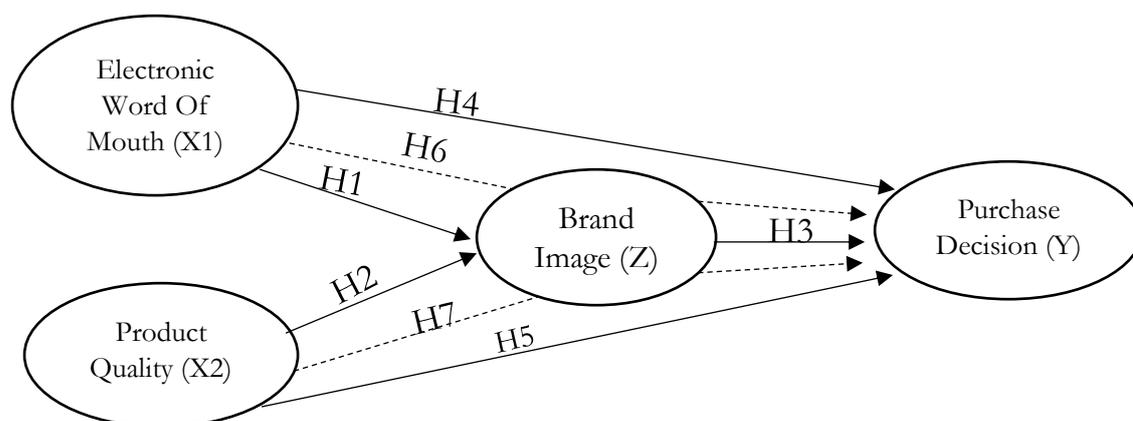


Figure 1. Research Framework

METHOD

The design chosen in this research is causal research. This research uses a questionnaire distributed to respondents who are deemed to meet the specified criteria. This questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The criteria for respondents in this study were active users having a Tiktok application account and having purchased Maybelline mascara on the TikTok application at least twice.

The number of samples collected and examined in this research was 215 respondents. The sample population is consumers who use Maybelline brand mascara products in Indonesia and have made purchases more than once on TikTok social media. Respondents found out about marketing information and reviews of Maybelline mascara products from social media, one of which was the TikTok application. Sample data was collected by distributing questionnaires online via Google Forms and distributed to various islands in Indonesia such as Kalimantan, Java, Sumatra, Sulawesi, Bali, and Papua. Data distribution was carried out during the period July - August.

This research will use Structural Equation Modeling (SEM) with AMOS 24 statistical tools which are useful for analyzing and evaluating measurement models and structural models of the research constructs to be built. The fit test model will be assessed based on goodness of fit index parameters such as chi-square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI). Validity evaluation always uses the standardized loading factor (SLF) value, the value of which must be ≥ 0.50 (Hair et al, 2014:618) and the reliability construct will follow the results of the tabulation of construct reliability (CR) and average variance extracted (AVE) values. Then, the SEM analysis carried out is an analysis of the structural model to evaluate the research hypothesis that has been developed and whether it is accepted or rejected. SEM analysis will conclude the t-calculated value for each coefficient. The hypothesis can be stated as appropriate and has a causal relationship if the calculated t-value \geq t table (1.96) with a significant level of α (usually $\alpha = 0.05$).

RESULTS AND DISCUSSION

Characteristics of Respondents

Analysis of the profile of respondents in this survey is based on the following demographics:

Table 1. Respondents Profile

Categories	Items	f	%
Age	17 to 20 years old	23	10.7
	21 to 30 years old	186	86.5
	31 to 40 years old	6	2.8
Total		215	100
Last Education	Junior High School	1	0.5
	Senior High School	106	49.5
	Diploma	22	10.3
	Bachelor	84	38.8
	Masters	2	0.9
Total		215	100

	Student	44	20.5
	College Student	56	26
	Government employees	9	4.2
Work	Private employees	65	30.2
	Businessman	25	11.6
	Other	16	7.5
	Total	215	100
Income	< IDR 1,000,000	88	40.9
	IDR 2,000,000 – IDR 2,999,999	57	26.5
	IDR 3,000,000 – IDR 3,999,999	34	15.8
	> IDR 4,000,000	36	16.7
	Total	215	100
	Kalimantan	124	57.7
	Java	35	16.3
Domicile	Sumatra	16	7.4
	Sulawesi	15	7
	Bali	17	7.9
	Papua	8	3.7
	Total	215	100

Measurement Models

The conformance, validity, and reliability test results are as follows.

Table 2. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
Electronic Word Of Mouth	I understand Maybelline mascara products better after receiving relevant information in TikTok online reviews	0.540	0.942789	0.5525
	Comments or updates about Maybelline mascara products on TikTok have an influence on how I consider those products	0.719		
	The number of positive reviews about Maybelline mascara products on Tiktok influenced me in my purchasing decision	0.784		
	I often gather information from online consumer product reviews on TikTok before purchasing Maybelline mascara	0.871		
	If I hadn't read consumer online product reviews on TikTok when I bought Maybelline mascara, I would have been worried about my decision.	0.762		
Product Quality	I feel that Maybelline mascara products perform according to their function	0.667	0.930289	0.526066
	The durability of Maybelline mascara products is relatively high	0.643		
	I feel safe using Maybelline mascara products	0.810		

	I feel that the mascara from the Maybelline brand has the appropriate specifications	0.768		
Brand Image	Compared to other products/brands, this Maybelline mascara product has advantages	0.605	0.961669	0.529833
	This Maybelline mascara product has a rich history	0.732		
	This Maybelline brand mascara product immediately came to mind when I wanted to buy a mascara product	0.818		
	I can predict exactly how this Maybelline mascara will turn out	0.758		
	I feel that Maybelline brand mascara products are famous and prestigious	0.594		
	I feel connected to this Maybelline brand mascara product	0.825		
Purchase Decision	I felt that Maybelline mascara was famous, which made me decide to buy it on TikTok	0.829	0.970047	0.702271
	I believe in the quality of Maybelline mascara, so I was confident in deciding to make a purchase at TikTok	0.716		
	I decided to buy Maybelline mascara on TikTok because it had the benefits I needed	0.897		
	I decided to buy Maybelline mascara products on TikTok because the products offered have a quality guarantee	0.869		
	I decided to buy Maybelline mascara on TikTok because I was influenced by friends and family	0.867		

Based on the table above, the results of the validity and reliability tests show that the model indicators built meet the valid and reliable criteria. Existing indicators have standardized stress factor (SLF) values ≥ 0.50 . This shows that all metrics are valid and adequate to measure the overall composition of the resulting model. This is shown by the avariance extracted (AVE) value of all indicator instruments which obtained a value of >0.50 and a Construct Reliability (CR) test score of >0.70 . This shows that all instruments are reliable and can consistently measure structure throughout the models built.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results	Results
χ^2	Expected to be low	352.715	
Df		165	
χ^2 - Significance Probability	≥ 0.05	0.000	
CMIN/DF	≤ 3.00	2.138	Good Fit
RMSEA	≤ 0.08	0.078	Good Fit
RMR	$< 0,05$	0.056	Bad Fit
NFI	≥ 0.90	0.881	Bad Fit
IFI	≥ 0.90	0.933	Good Fit

TLI	≥0.90	0.922	Good Fit
CFI	≥0.90	0.933	Good Fit

The model conformance test (Model Conformance Test) in the table above shows that the model conformance requirements are accepted, and conformity can be stated. The five measurements in the table above show a good fit. If there are 3-4 measurements with a good level of suitability or above the cut-off value, the research model configuration can be declared adequate and accepted.

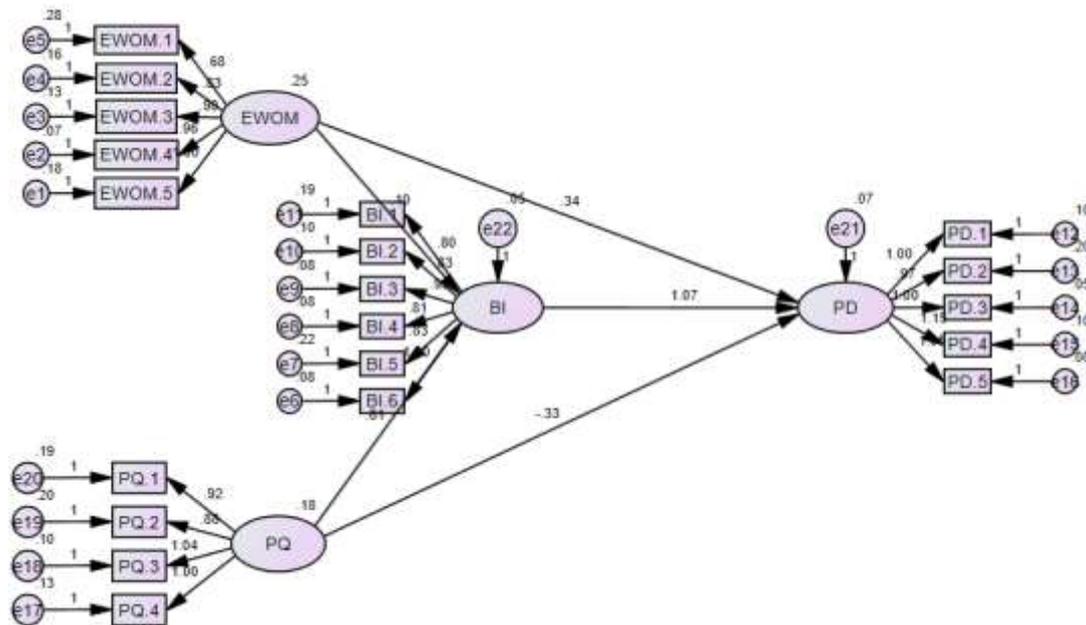


Figure 2. Full Model Structural Test

Hypothesis Testing

The results of testing the effects of relationships between variables in the study configuration constructed in this study can be conveyed as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P	Description
H1	Brand Image < Electronic Word Of Mouth	0.099	0.045	2,201	0.028	Accepted
H2	Brand Image < Product Quality	0.808	0.079	10,176	***	Accepted
H3	Purchase Decision < Brand Image	1,073	0.169	6,357	***	Accepted
H4	Purchase Decision < Electronic Word Of Mouth	0.342	0.057	5,954	***	Accepted
H5	Purchase Decision < Product Quality	-0.329	0.152	-2,163	0.031	Accepted

AMOS treatment is shown in the table above, the t-count determined for EWOM on brand image is 2.201. Likewise, the p-value obtained is 0.028, which indicates a value smaller than 0.05 ($\alpha = 0.05$). This implies that the main hypothesis with respect to EWOM positively influences brand image. For the second hypothesis, the t-count of the product quality variable on brand image gets a value of 10.176 and the p-value is below 0.001. Demonstrate the hypothesis that product quality influences brand image. The third hypothesis, the t-count obtained for brand image in purchasing decisions is 6.357 and the p-value is 0.001. This shows that brand image influences purchasing decisions. The fourth hypothesis, the t-count of electronic word of mouth on purchasing decisions is 5,952 and the p-value is 0.001. These results are in accordance with the hypothesis that electronic word-of-mouth influences purchasing decisions. fifth hypothesis, the t-count of the product quality variable on purchasing decisions is -2.163 and the p-value is below 0.05, namely 0.031, indicating that the exchange of product quality has a significant effect on purchasing decisions.

To see the indirect influence on the influence of the mediating variable that was constructed, it is presented in the table below which was obtained from the results of the Sobel test.

Table 5. Sobel Test - Significance of Mediation

	Sobel test statistics	Two-tailed probability
Electronic Word Of Mouth --> Brand Image --> Purchase Decision	2.07	0.037
Product Quality --> Brand Image --> Purchase Decision	5.39	0,000

Judging from the Sobel test results shown in the table above, the Sobel test measurement value is 2.07 and the p-value is 0.037. The results show that the Sobel test measurement value is more prominent than the t-table value of 1.96. Apart from that, the p-value obtained shows a value that is smaller than 0.05 ($\alpha = 0.05$). These results indicate that there is a large indirect impact of e-WOM on purchasing decisions through brand image. The influence of the product quality variable on purchasing decisions mediated by brand image is 5.39 with a p-value of 0.000. The statistical value of the Sobel test is more than the t-table value of 1.96. Likewise, the p-value is given a value of less than 0.05 ($\alpha = 0.05$). These results show that there is a large impact of product quality on purchasing decisions through brand image.

The results of this research prove that e-WOM by consumers creates feelings of pleasure and euphoria and makes them promote products indirectly. This agrees with (Khan & Fatma, 2023) which reveals that e-WOM is clearly and completely connected to the brand image. This research shows that product quality influences brand image. This is in accordance with previous research (Raji et al., 2019) which states that product quality has a positive relationship with brand image. The higher the company offers value that is very attractive to consumers, the higher the consumer will make decisions based on factors, one of which is a brand image (Sasly Banche et al., nd). This research found that e-WOM influences purchasing decisions. Agree with (Pebrianti et al., 2020) which states that e-WOM influences purchasing decisions. Maybelline mascara consumers

show enthusiasm about this high-quality product and are interested in buying it immediately. These results are in accordance with previous research ([Malini, 2021](#)) If the company produces high-quality products, it will create consumer perceptions and influence emotions in purchasing. This research shows that if positive e-WOM supports a positive brand image, then it can strengthen consumer confidence in the brand and encourage purchasing decisions. ([K. Lin et al., 2023](#)) if consumers share their positive experiences about a brand or product, this can create additional exposure and expand the brand's reach, so that more people become aware of the brand. Furthermore, this research shows that brand image has a positive influence in mediating between product quality and purchase decisions in line with ([Koh et al., 2022](#)) Consumers tend to choose products from brands that have a positive image and are considered to have good quality because the quality of goods is an important perspective in determining purchasing choices.

CONCLUSION

This research aims to test electronic word of mouth and product quality variables on purchasing decisions for Maybelline mascara products which are mediated by brand image. Based on the explanation above, states that all hypotheses are accepted and show that the electronic word of mouth and product quality variables have a positive and significant effect on purchasing decisions. Meanwhile, brand image has a positive and significant influence on purchasing decisions and plays a mediating role. Entrepreneurs can expand the market by selling their products through social media, one of which is TikTok. TikTok social media has experienced rapid user growth, especially among the younger generation.

This provides a great opportunity to reach a wider target audience, especially if Maybelline mascara products are aimed at the younger age group. However, it is important to remember that marketing success on TikTok can also depend on the quality of your product and brand image. TikTok may help Maybelline mascara products reach a larger audience, but a quality product and a positive brand image are still crucial. Marketing on social media TikTok can complement the EWOM strategy and support each other to improve the product quality and brand image of Maybelline mascara. Having reviews that show a product with good quality will increase the rating of the product, with good product quality will influence the brand image so that people buy the product.

Having good quality products and a brand image that continues to develop, increasingly encourages the Maybelline brand, especially mascara products, to expand the market. Companies can identify technological opportunities and utilize marketing strategies through various social media, especially TikTok, to increase electronic word of mouth such as positive consumer reviews. It is hoped that the Maybelline company will continue to maintain product quality so that it does not cause side effects and maintain the durability of the writing on the packaging so that it does not fade quickly and increase the perception of the company's brand image in the minds of consumers due to increasingly fierce competition.

For future researchers, the results of this examination can be used as correlation and research reference material. Future research should expand on the object of research, and the purchase decision problem, but also include other elements. It is recommended that future researchers add

other factors to make it easier to understand the variables that influence purchasing decisions, apart from e-WOM, product quality, and brand image. Researchers are further encouraged to develop research on other social media platforms besides TikTok to provide understanding to buyers.

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