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**THE EFFECT OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON  
PURCHASING DECISIONS FOR GLAD2GLOW PRODUCTS ON TIKTOK  
SOCIAL MEDIA IN SURABAYA CITY**



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**Abstract**

Almost every woman possesses skincare products. On the other hand, Glad2Glow sunscreen has been the subject of internet rumors lately because its ingredients list does not match what's on the label. The purpose of this research is to examine how users of the social media platform TikTok in the city of Surabaya, Indonesia, make purchasing decisions for Glad2Glow products based on electronic word of mouth and brand image. This study makes use of SEM PLS analysis, which is a technique for analyzing structural equation modeling data. In this study, researchers used a non-probability sampling technique called purposive sampling, which entails giving some variables more weight than others. In this study, 70 participants were surveyed (10 indicators x 7). The research findings indicate that in Surabaya City, Electronic Word of Mouth plays a positive and significant role in influencing consumers to purchase Glad2Glow products on TikTok. On the social media platform TikTok in Surabaya City, product purchases of Glad2Glow are positively and significantly impacted by brand image.

**Keywords:** Electronic Word of Mouth, Brand Image, Purchasing Decision

## INTRODUCTION

Almost every woman possesses skincare products. Judging from the current situation, skincare as skin care is becoming increasingly important to society. In addition to the community, it is also important for companies that use internet technology such as conducting advertising activities and sales activities on social media (Rosyid et al, 2023).

Cosmetic companies are striving to develop skincare products that cater to the specific requirements of Indonesian women's facial skin due to the unpredictable climate in the country. The number of facial skincare products sold in offline cosmetic stores and online shopping platforms with various brands available, so people must be wise in choosing the right facial skincare product before purchasing skincare products. That way, people will see reviews from consumers who have purchased skincare products before, so that they can be sure that they are not wrong in determining the right skincare products with the conditions experienced by each Indonesian woman.

Glad2Glow is one of the skincare products that contain quality ingredients for healthy facial skin, and attractive product packaging, but are sold at an affordable price. Behind the excitement of Glad2Glow skincare products, sales of its products have increased on TikTok to reach 327 products in Quarter 1 of 2023. However, recently there have been rumors on the internet regarding the content of one of Glad2Glow's products, namely sunscreen, which does not match the information on the back of the product. This caused the sales of Glad2Glow products to decline in July 2023, when only 98 products were sold. With this, the content creators on TikTok provide information to the public that educates the public that the results of the lab test of the SPF content of Glad2Glow sunscreen are 50.3, meaning that it is in accordance with what is stated on the packaging. In addition, the reviews on TikTok regarding the quality of Glad2Glow products in the form of negative and positive comments have attracted the attention of Indonesian women and made consumer considerations in making purchasing decisions for Glad2Glow products.

According to research by Indiyatno Nur Setiyadi et al. (2022), E-WOM influences consumers to make a good purchase. But this goes against what Suryani et al. (2021) found: that E-WOM doesn't influence people to buy anything. Brand perception significantly impacts consumer choice, as demonstrated by research conducted by Gamas and Suhermin

(2021). Brand image, however, has a negative and negligible impact on purchase decisions, as shown by research conducted by Puput Yunita and Lies Indriyatni (2022). In Surabaya City, Indonesia, this study intends to learn how users' perceptions of the Glad2Glow brand and the effectiveness of electronic word-of-mouth influence their product purchases through the social media platform TikTok.

## **REVIEW OF LITERATURE**

### **Electronic Word of Mouth**

Online reviews and ratings left by customers after they've purchased a product or service are known as "Electronic Word of Mouth" (EWOM) (Soinbala, 2022). A product's reputation can be greatly enhanced through the use of electronic word of mouth. The availability of E-WOM facilitates the rapid dissemination of product information. Research by Immanuel and Maharia (2020) cites three indicators of E-WOM: intensity, valence of opinion, and content (Goyette et al., 2010). Lisa Maratus Solikhah and Siti Aminah's (2023) research demonstrates that consumers' perceptions of the product's quality and the effectiveness of E-Wom viral marketing both play a role in their decisions to buy Marina Hand Body Lotion. Both the research by Marcella et al. (2023) and the one by Indiyatno Nur Setiyadi et al. (2022) corroborate the idea that EWOM is a powerful motivator for consumers to make purchases.

### **Brand Image**

A brand image is a combination of what consumers know and how they feel about the company, say Suryani and Rosalina (2019). This has to do with what customers do, which includes their opinions and preferences about a brand. Customers are more likely to buy products from companies with which they have a favorable impression. Three factors contribute to a brand's perception, according to research by Kotler and Keller cited by Handayani et al. (2020): excellence, strength, and uniqueness. Brand image and awareness positively impact purchasing decisions for Biore facial cleansing soap products in Surabaya, according to research conducted by Bima Ilham Adriawan and Siti Aminah (2024). The findings of Vika Diwinta Aulia et al. (2024) and Onsardi et al. (2021) support the idea that

customers' perceptions of a brand have a positive and statistically significant effect on their likelihood to buy.

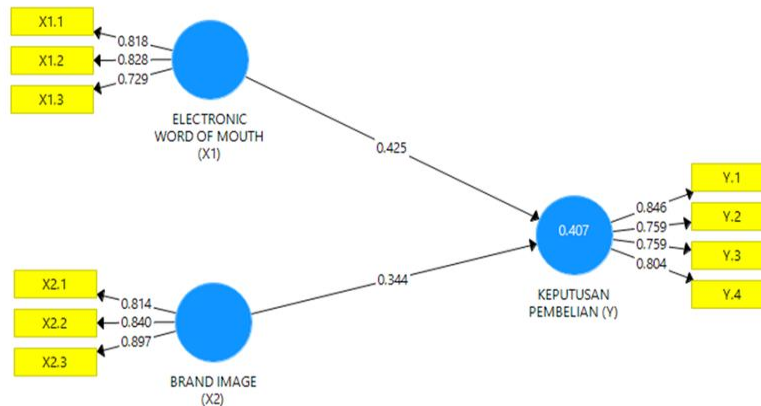
### **Purchasing Decisions**

Purchasing decisions are a method used by consumers when receiving stimulation regarding a desired product (Ihamah, R. Pudyarningsih, and N. Akramiah, 2023). Information about a product becomes the basis for carrying out the purchasing process which ultimately gives rise to a need, after a need arises the consumer will consider and understand the need, if the assessment of a product is clear then the consumer will look for the product, then the consumer will evaluate the product needed, and in the end, consumers will take action to make a purchase decision or a decision not to purchase caused by an unsuitable product or take action to postpone a purchase at a later date. Four factors impact consumers' decisions to buy a product, according to Kotler and Armstrong (2018:159-173) in Rahmah and Supriyono (2022): purchasing with assurance following the acquisition of product details, purchasing due to the brand's popularity, purchasing to fulfill desires and requirements, and purchasing as a result of recommendations from others.

### **RESEARCH METHOD**

The dependent variable in this research includes purchasing decisions while the independent variable is E-WOM and brand image. This study is an example of quantitative research that draws its findings from a variety of sources, including online surveys (such as Google Forms), books, articles, journals, and the Internet. Structural Equation Modeling Partial Least Square (SEM PLS) is the data analysis method utilized in this research. The sample used amounted to < 100 so the analytical tool used was PLS. In testing with component-based SEM or PLS, smart PLS assistance is needed. PLS has two kinds of components in the causal model, namely the measurement model and the structural model. Latent variables in PLS can be the result of mirroring their indicators, called reflection indicators. In addition, it can be contractually built by its indicators with formative indicators.

**RESULTS AND DISCUSSION**



Source: Primary Data Processed, 2024

**Figure 1.**

**Outer Model with Factor Loading, Path Coefficient, and R-Square**

Above the arrow that connects the endogenous variables to the exogenous ones in the PLS output picture, you can see the magnitude of the path coefficients. Similarly, above the arrow that connects each indicator to the variable, you can see the magnitude of the factor loading values.

**Table 1.**  
**Outer Loadings (Mean, STDEV, T-Values)**

Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)
X1.1 <- ELECTRONIC WORD OF MOUTH (X1)	0.818	0.816	0.053	0.053	15.521
X1.2 <- ELECTRONIC WORD OF MOUTH (X1)	0.828	0.814	0.056	0.056	14.836
X1.3 <- ELECTRONIC WORD OF MOUTH (X1)	0.729	0.725	0.068	0.068	10.678
X2.1 <- BRAND IMAGE (X2)	0.814	0.813	0.057	0.057	14.254
X2.2 <- BRAND IMAGE (X2)	0.84	0.818	0.093	0.093	9.041
X2.3 <- BRAND IMAGE (X2)	0.897	0.896	0.033	0.033	27.02
Y.1 <- PURCHASING DECISIONS (Y)	0.846	0.845	0.042	0.042	20.128
Y.2 <- PURCHASING DECISIONS (Y)	0.759	0.748	0.075	0.075	10.149
Y.3 <- PURCHASING DECISIONS (Y)	0.759	0.756	0.066	0.066	11.47
Y.4 <- PURCHASING DECISIONS (Y)	0.804	0.798	0.05	0.05	16.136

Source: Primary Data Processed, 2024

As observed in the table above, all reflective indicators in the Electronic Word of Mouth (X1), Brand Image (X2), and Purchasing Decisions (Y) variables show factor loadings over 0.50 and/or significant findings (T-Statistic value greater than Z value  $\alpha = 0.05$  (5%) = 1.96). Good validity or convergent validity is sufficiently demonstrated by the estimation of all indices.

**Table 2.**  
**Cross Loading**

	ELECTRONIC WORD OF MOUTH (X1)	BRAND IMAGE (X2)	PURCHASING DECISIONS (Y)
X1.1	<b>0.818</b>	0.297	0.478
X1.2	<b>0.828</b>	0.304	0.454
X1.3	<b>0.729</b>	0.275	0.371
X2.1	0.187	<b>0.814</b>	0.414
X2.2	0.341	<b>0.840</b>	0.374
X2.3	0.404	<b>0.897</b>	0.479
Y.1	0.506	0.316	<b>0.846</b>
Y.2	0.411	0.452	<b>0.759</b>
Y.3	0.460	0.355	<b>0.759</b>
Y.4	0.371	0.461	<b>0.804</b>

Source: Primary Data Processed, 2024

Cross-loading data processing findings are displayed in a table with shaded loading factor values for the following indicators: (X1), (X2), and (Y). Since the loading factor values of the three variables are all greater than 0.6, which is higher than the loading factor indicators of the other variables, it can be stated that all indicators in this study have their validity met or are good.

**Table 3.**  
**Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
BRAND IMAGE (X2)	0.724
ELECTRONIC WORD OF MOUTH (X1)	0.628
PURCHASING DECISIONS (Y)	0.629

Source: Primary Data Processed, 2024

With AVE test calculations of 0.628 for (X1), 0.724 for (X2), and 0.629 for (Y), all variables display values greater than 0.5, indicating good validity for all variables in this research.

**Table 4.**  
**Composite Reliability**

	Composite Reliability
BRAND IMAGE (X2)	0.887
ELECTRONIC WORD OF MOUTH (X1)	0.835
PURCHASING DECISIONS (Y)	0.871

Source: Primary Data Processed, 2024

Since the test calculation of the Composite Reliability for the (X1), (X2), and (Y) variables is 0.835, 0.887, and 0.871, respectively, it can be stated that all variables in this research are trustworthy.

**Table 5.**  
**Latent Variable Correlations**

	ELECTRONIC WORD OF MOUTH (X1)	BRAND IMAGE (X2)	PURCHASING DECISIONS (Y)
ELECTRONIC WORD OF MOUTH (X1)	1.000	0.369	0.552
BRAND IMAGE (X2)	0.369	1.000	0.500
PURCHASING DECISIONS (Y)	0.552	0.500	1.000

Source: Primary Data Processed, 2024

Correlation values between 0.3 and 0.5 are displayed in the table above. With a Purchasing Decisions value of 0.552, the E-WOM variable has the highest correlation. It can be concluded that the correlation between purchasing decisions and E-WOM is stronger than that between purchasing decisions and brand image.

**Table 6.**  
**R-Square**

	R Square
ELECTRONIC WORD OF MOUTH (X1)	
BRAND IMAGE (X2)	
PURCHASING DECISIONS (Y)	0.407

Source: Primary Data Processed, 2024

A value of 0.407 is given by R<sup>2</sup>. The model explains the phenomenon of E-WOM and brand image influencing purchase decisions with a variance of 40.7%. The remaining

59.3 percent is attributable to a variety of factors that are beyond the purview of this research, such as product quality, consumer lifestyle, product pricing, and others.

**Table 7.**  
**Path Coefficients (Mean, STDEV, T-Values, P-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
ELECTRONIC WORD OF MOUTH (X1) -> PURCHASING DECISIONS (Y)	0.425	0.434	0.099	<b>4.276</b>	<b>0.000</b>
BRAND IMAGE (X2) -> PURCHASING DECISIONS (Y)	0.344	0.340	0.120	<b>2.864</b>	<b>0.004</b>

Source: Primary Data Processed, 2024

H1 : The first hypothesis, that E-WOM influences purchasing decisions positively, is accepted with path coefficients of 0.425, a T-statistic score of  $4.276 > 1.96$  (T-table score  $Z\alpha = 0.05$ ), or a P-Value of  $0.000 < 0.05$ , leading to a statistically significant positive outcome.

H2 : We accept hypothesis 2 because brand image positively impacts purchasing decisions, the T-statistic score is  $2.864 > 1.96$  (T-table score  $Z\alpha = 0.05$ ), or a P-value of  $0.04 < 0.05$ , and we obtain a significant positive result.



Source: Primary data processed, 2024

**Figure 2.**  
**Inner Model with Bootstrapping T-Statistic Significance Value**

### **The Effect of Electronic Word of Mouth on Purchasing Decisions**

Electronic Word of Mouth influences purchasing decisions for Glad2Glow products on TikTok social media in the city of Surabaya, according to the results of the hypothesis testing that was conducted. Thus, it is clear that the magnitude of electronic word of mouth directly correlates to the magnitude of the purchase decision. This research found that reading comments from other Glad2Glow product buyers was the most influential indicator from the descriptive analysis of the E-Wom variable. Thus, the public can read the comments on TikTok's social media about a product written by other consumers, which can sway people to buy the product on TikTok. The findings corroborate those of Lisa Maratus Solikhah and Siti Aminah (2023), who found that customer satisfaction with the product and the effectiveness of E-Wom viral marketing had a favorable impact on the buying decisions of Marina Hand Body Lotion products. Electronic word of mouth significantly and favorably impacted purchase decisions, according to research by Marcella et al., (2023).

### **The Effect of Brand Image on Purchasing Decisions**

The results of the hypothesis testing show that in Surabaya, Indonesia, Brand Image positively affects the purchase decisions of Glad2Glow products on the social media platform TikTok. The reasoning behind this is that the level of Brand Image that Glad2Glow achieves has a direct correlation to the level of purchase decisions. The indicator that the Glad2Glow product brand has different characteristics in each product is the most influential indicator from the descriptive analysis of the Brand Image variable, according to this research. This demonstrates that Glad2Glow's management has to keep all of their products distinct if they want consumers to be able to tell which ones have high-quality skincare packaging and which ones don't. When people buy and use products with unique qualities and high-quality skincare ingredients, they experience personal satisfaction, which in turn motivates them to make purchases and recommend these products to others. Consistent with previous studies, this one in Surabaya discovered that consumers' favorable perceptions of the Biore brand and their familiarity with the product had a significant impact on their propensity to buy facial cleansing soap. Positive associations with brands influence consumers to make more purchases, according to research by Vika Diwinta Aulia et al. (2024). Tests of hypotheses in Surabaya City's TikTok social media community have shown that Brand Image influences

consumers' decisions to buy Glad2Glow products. The improved perception of Glad2Glow as a brand can influence consumers to make more purchases.

## CONCLUSION

Electronic Word of Mouth contributes to purchasing decisions. This means that the higher the Electronic Word of Mouth, the higher the Purchase Decision. Brand Image contributes to purchasing decisions. This means that the greater the brand image, the greater the purchasing decision. As a consideration for future research, it is recommended to use other independent variables that have not been discussed in this research which are thought to influence the relationship with purchasing decisions, such as product quality, price influence, lifestyle, etc.

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