

THE INFLUENCE OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF THE ORIGINOTE PRODUCTS BY TIKTOK USERS WITH BRAND TRUST AS A MEDIATOR



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Abstract

This research explores the effect of brand image and electronic word of mouth (e-WOM) on the purchase intention of Originote products among TikTok users, with brand trust as a mediating factor. Data were collected using an online survey distributed through Google Forms from October 5th, 2024, to December 5th, 2024, yielding 195 valid responses. While the sample size is suitable for a preliminary study, its limitation to respondents from one department and a focus on TikTok users may restrict the generalizability of the findings. Expanding the sample to include participants from diverse backgrounds, platforms, or demographics would provide more representative results. The study found that brand image and e-WOM significantly and positively influence purchase intention, with brand trust mediating this relationship. Future research could explore additional factors such as internship experiences, interpersonal skills, and social support to enhance understanding of the dynamics between brand trust, e-WOM, and purchase intention, contributing to a broader perspective on consumer behavior.

Keywords: Adversity Quotient, Brand Image, Brand Trust, Career Planning, Purchase Intention

INTRODUCTION

The rapid advancement of technology has significantly transformed the economy and business sectors, particularly through the rise of internet-based platforms. Social media, as a part of this technological evolution, has reshaped how businesses interact with consumers, opening new avenues for marketing and commerce. Among these platforms, TikTok has emerged not only as a medium for entertainment but also as a powerful tool for online business activities, especially through its innovative TikTok Shop feature. This integration of social media and e-commerce enables users to discover, review, and purchase products without leaving the app, thereby enhancing convenience and driving consumer engagement.

TikTok Shop has become a pivotal platform for online shopping in Indonesia. According to research by Populix, TikTok's seamless integration of e-commerce features has positioned it as a leading channel for businesses to market and sell their products (Mausul & Ma'mun, 2024). This growing popularity has significantly influenced industries such as beauty and skincare, where product reviews, testimonials, and demonstrations on TikTok drive consumer interest and purchase intention.

One notable example of a brand leveraging TikTok Shop is The Originote, a local skincare brand launched in 2022. Known for its affordable yet quality products, The Originote has managed to compete with established players in the industry. However, the brand has faced challenges, including consumer skepticism regarding exaggerated product claims and concerns about quality associated with its low pricing strategy. These issues highlight the importance of building consumer trust and managing brand perception in a competitive market.

In today's digital landscape, factors such as Electronic Word of Mouth (E-WOM) and brand image play a critical role in shaping consumer purchase intentions. E-WOM, which encompasses online consumer reviews and recommendations, serves as a key source of information influencing buying decisions. Positive E-WOM can enhance consumer satisfaction and build trust, making it a powerful marketing tool for businesses. Similarly, a strong brand image not only fosters consumer loyalty but also contributes to higher purchase intentions and sales (Mawaddah et al., 2024).

Despite the increasing reliance on E-WOM and brand image, consumers often face external and internal factors that influence their purchasing decisions. For instance, financial conditions, prior buying experiences, and perceived risks associated with online shopping are significant external considerations (Tj et al., 2022). Understanding these dynamics is essential for businesses aiming to effectively engage their target audience on platforms like TikTok Shop.

This study aims to investigate the interplay between TikTok Shop's unique features, E-WOM, brand image, and their collective impact on consumer purchase intentions. By analyzing these factors, the research seeks to provide insights into how businesses can leverage social media platforms to enhance their marketing strategies and address consumer concerns. The study's findings will contribute to a deeper understanding of consumer behavior in the context of social media-driven commerce, offering practical implications for both emerging and established brands.

REVIEW OF LITERATURE

Purchase Intention

Purchase intention refers to the psychological process in which a consumer is motivated to buy a product after being exposed to it. It arises when the product aligns with the consumer's preferences and expectations. Consumers often rely on social media reviews to evaluate products before making purchase decisions. According to Tamarasari et al. (2021), purchase intention reflects a consumer's desire to buy a product from a specific company within a particular time frame. Wang et al. (2015) differentiate purchase intention from attitude, emphasizing that purchase intention represents the consumer's self-motivation and awareness to engage in a purchase behavior. Safitriani and Auliya (2023) add that purchase intention is influenced by the extent to which a product meets a consumer's standards. It encompasses both emotional and rational dimensions, reflecting the consumer's deliberate planning and impulsive responses to their needs.

Brand Trust

Brand trust refers to a consumer's confidence in a brand's reliability and its ability to meet expectations. It is built through positive experiences and consistent performance.

Putra and Sary (2024) describe brand trust as the assurance that a brand will deliver satisfactory results. Claranita (2020) defines it as the willingness to rely on a brand despite perceived risks, while Ummah (2019) highlights that trust fosters loyalty and encourages repeat purchases. Lombok and Samadi (2022) assert that strong brand trust can lead to long-term relationships between consumers and brands, influencing purchase decisions and reinforcing consumer loyalty. By fostering a sense of security, brand trust becomes a critical determinant in consumer behavior.

Brand Image

Brand image is the overall perception consumers form based on past experiences and available information about a brand. It serves as a key factor in enhancing consumer trust and shaping purchase intentions. According to Ningsih and Muzdalifah (2024), a positive brand image strengthens consumer trust and contributes to company growth. Chrysnaputra (2020) defines brand image as the aggregation of consumer perceptions, which can be either positive or negative depending on their experiences. Companies can create a strong brand image by offering quality products that align with consumer expectations, thereby encouraging loyalty and repeat purchases (Julica & Yanti, 2022). The perception of a brand directly impacts purchase intentions, with a positive image often serving as a competitive advantage.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) involves sharing information about products or services through digital platforms to influence consumer perceptions. Laksmi Tsavitri and Hartini (2024) describe E-WOM as the act of publicly sharing experiences or reviews about a product. Suharyono et al. (2016) emphasize its voluntary nature, where satisfied consumers recommend products online. Digital platforms like WhatsApp, YouTube, and TikTok have amplified the impact of E-WOM by enabling widespread sharing and interaction (Ernawati, 2021). Positive E-WOM enhances brand visibility and consumer trust, while negative E-WOM may deter potential buyers. Understanding the context and platform where E-WOM occurs is essential for assessing its influence on consumer behavior.

Hypothesis

The Influence of Brand Image on Brand Trust

A positive brand image significantly impacts consumer trust. A well-communicated brand image builds consumer confidence, fostering long-term loyalty. Susilawati and Wufron (2017) found that a strong brand image enhances trust, encouraging repeat purchases. Similarly, Hadinata (2020) and Angelina et al. (2023) confirmed that brand image positively affects brand trust. When consumers perceive a brand positively, they are more likely to trust its products and remain loyal.

H1: Brand Image has a positive effect on Brand Trust.

The Influence of Electronic Word of Mouth on Brand Trust

E-WOM plays a pivotal role in shaping brand trust by providing consumers with peer-generated content about a brand's reliability. Positive reviews often enhance trust, while negative reviews may undermine it (Suryani et al., 2021). However, the relationship between E-WOM and trust is not always consistent. Wulandari and Susanti (2023) found a significant positive relationship, while Suryani et al. (2021) reported no significant effect. These discrepancies could stem from variations in product types or review platforms.

H2: Electronic Word of Mouth has a positive effect on Brand Trust.

The Influence of Brand Image on Purchase Intention

Brand image influences consumers' evaluations of products and their subsequent purchase decisions. A positive brand image enhances consumer perceptions, encouraging them to choose the brand over competitors. Studies by Julica and Yanti (2022) and Sari et al. (2021) highlight that a strong brand image increases purchase intention by fostering loyalty and repeat purchases. Consumers' evaluations are shaped by their previous experiences and the brand's reputation.

H3: Brand Image has a positive effect on Purchase Intention.

The Influence of Electronic Word of Mouth on Purchase Intention

E-WOM significantly impacts purchase intention by shaping consumer perceptions of a product's quality and reliability. Heptariza (2020) and Chakraborty (2019) found that positive online reviews boost purchase intentions, whereas negative reviews may deter them. However, the effect of E-WOM can vary depending on the type of product and platform.

Kamalasena and Sirisena (2021) observed a positive impact, while Tanjung and Keni (2023) found no significant relationship.

H4: Electronic Word of Mouth has a positive effect on Purchase Intention.

The Influence of Brand Trust on Purchase Intention

Brand trust directly influences purchase intention by reducing perceived risks and enhancing confidence in the brand. Consumers are more likely to choose trusted brands over competitors (Sanny et al., 2020). Yohanna and Ruslim (2021) also found a significant positive relationship, highlighting the importance of trust in driving purchase decisions.

H5: Brand Trust has a positive effect on Purchase Intention.

The Influence of Brand Image on Purchase Intention Mediated by Brand Trust

Brand image indirectly influences purchase intention through brand trust. A positive brand image builds trust, which in turn increases the likelihood of purchase (Ningsih & Muzdalifah, 2024). Utami et al. (2023) also noted that trust mediates the relationship between brand image and purchase intention, reinforcing the importance of trust in converting perceptions into actions.

H6: Brand Image positively influences Purchase Intention through Brand Trust.

The Influence of Electronic Word of Mouth on Purchase Intention Mediated by Brand Trust

E-WOM's influence on purchase intention is often mediated by brand trust. Positive E-WOM builds trust, encouraging purchase intentions (Kamalasena & Sirisena, 2021). However, negative E-WOM can harm trust and deter purchases. Businesses must manage E-WOM effectively to foster trust and drive positive outcomes.

H7: Electronic Word of Mouth has a positive effect on Purchase Intention through Brand Trust.

RESEARCH METHOD

This research adopts a quantitative approach to examine the influence of Electronic Word of Mouth (E-WOM) and Brand Image on the purchase intention of The Originote products through TikTok users, with Brand Trust serving as a mediating variable. Primary data is collected through a questionnaire distributed online to respondents who meet specific

criteria: familiarity with The Originote product and active use of the TikTok app. The sampling method used is purposive sampling, chosen because it ensures that the respondents possess the necessary knowledge and experience to provide relevant insights for the study. TikTok users are considered ideal for this research due to their high engagement with E-WOM content and trends, which directly influence purchasing behaviors. However, it is acknowledged that purposive sampling may introduce bias and limit the generalizability of findings to a broader population. To mitigate this, efforts are made to ensure diversity in the sample by targeting respondents across different age groups, gender, and geographic locations. The sample size for this study is determined based on the requirements of Structural Equation Modeling (SEM). A minimum sample size of 150 respondents is targeted, following the rule of thumb that the sample size should be at least five times the number of measurement items in the questionnaire. This ensures sufficient statistical power for stable and reliable results.

The variables under study include Purchase Intention, measured by items related to the willingness and likelihood of respondents purchasing The Originote products; Brand Trust, assessed through indicators such as reliability, honesty, and consumer confidence in the brand; Brand Image, evaluated by perceptions of the brand's reputation, uniqueness, and emotional appeal; and E-WOM, measured by the frequency, credibility, and influence of online reviews and recommendations shared on TikTok. Each variable is operationalized using a 5-point Likert scale, ranging from strongly disagree to strongly agree. A detailed explanation of these operational indicators is provided in the appendix to enhance transparency and clarity.

Data is analyzed using SmartPLS with a Structural Equation Modeling (SEM) approach. The following procedures are conducted: validity and reliability testing, including convergent validity, assessed by examining factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR); discriminant validity, ensured by comparing the square root of AVE with the correlations between constructs; and reliability testing, with Cronbach's Alpha and Composite Reliability values required to exceed 0.7. Model testing includes a multicollinearity test, where the Variance Inflation Factor (VIF) is checked to ensure no multicollinearity issues, and the coefficient of determination (R^2), which evaluates

how well the independent variables explain the variance in the dependent variables. Hypothesis testing involves examining both direct and indirect effects to assess the relationships among variables. Mediation analysis is conducted using the bootstrapping technique to determine the significance of indirect effects through the mediating variable, Brand Trust.

The study acknowledges potential limitations of purposive sampling, including limited generalizability and the risk of self-selection bias. Respondents with strong opinions about The Originote or TikTok may be overrepresented, which could affect the findings. These limitations are addressed through efforts to diversify the sample and by clearly articulating the study's scope in the discussion section. By incorporating these methodological refinements, the research ensures a robust and transparent approach to analyzing the influence of E-WOM and Brand Image on purchase intention, with a focus on the mediating role of Brand Trust.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study are described based on gender, education level, age, income, and knowledge of the product. The data was collected through a questionnaire distributed online via Google Forms from October 5, 2024, to December 5, 2024, receiving 219 responses. After data screening, 195 valid responses were included in the analysis. The following table summarizes the demographic data of the respondents:

Table 1.

Respondent Demographics

| Characteristic | Subcategory | Frequency | Percentage |
|-----------------------|--------------------|------------------|-------------------|
| Gender | Male | 45 | 23% |
| | Female | 150 | 77% |
| Total | | 195 | 100% |
| Education Level | High School | 134 | 69% |
| | Diploma 3 | 5 | 2% |
| | Bachelor's Degree | 53 | 27% |
| | Postgraduate | 3 | 1% |
| Total | | 195 | 100% |
| Age | Less than 20 years | 20 | 10% |
| | 20-25 years | 149 | 77% |

| | | | |
|----------------------------|-------------------------------|------------|-------------|
| | 26-30 years | 10 | 5% |
| | Over 30 years | 16 | 8% |
| Total | | 195 | 100% |
| Income | Less than IDR 500,000 | 20 | 10% |
| | IDR 500,000 - IDR 1,000,000 | 149 | 77% |
| | IDR 1,000,000 - IDR 3,000,000 | 10 | 5% |
| | Over IDR 3,000,000 | 16 | 8% |
| | Total | | 195 |
| TikTok Usage | Yes | 195 | 100% |
| Total | | 195 | 100% |
| Knowledge of The Originote | Yes | 195 | 100% |
| | Total | | 195 |
| Study Program | Management | 117 | 100% |
| | Total | | 117 |
| Semester | Semester 7 | 117 | 100% |
| Total | | 117 | 100% |

Source: Processed primary data, 2024

The respondents of this study were predominantly female (77%), with the majority aged between 20-25 years (77%) and having completed high school education (69%). The age group of 20-25 years was the most significant demographic, and the education level indicates a relatively young population with a lower number of respondents holding a postgraduate degree. This suggests that the sample reflects a younger demographic that is likely to be more active on platforms like TikTok.

Regarding income, the majority of respondents (77%) earn between IDR 500,000 and IDR 1,000,000, suggesting that the sample is mostly composed of individuals with moderate income levels. All respondents use TikTok and are familiar with The Originote product, which is in line with the study's criteria. This highlights the relevance of TikTok as a marketing platform for The Originote, as the entire sample is already engaged with it. Additionally, the familiarity with the product ensures that the study can assess the factors influencing purchasing intentions for a well-known product among this demographic.

Data Analysis Results

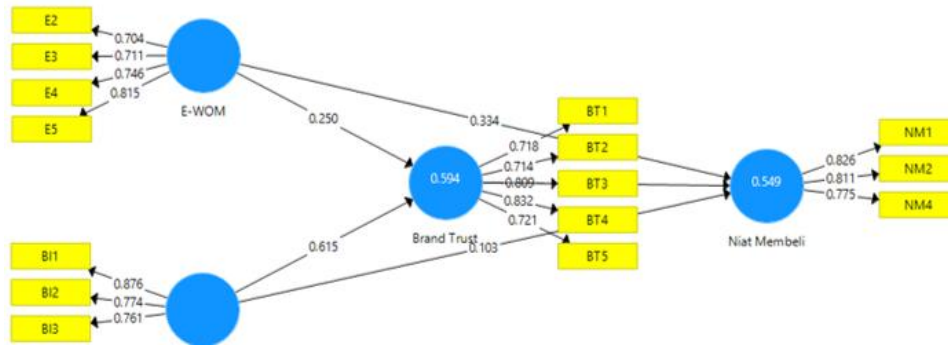


Figure 1.
Outer Model Schematic

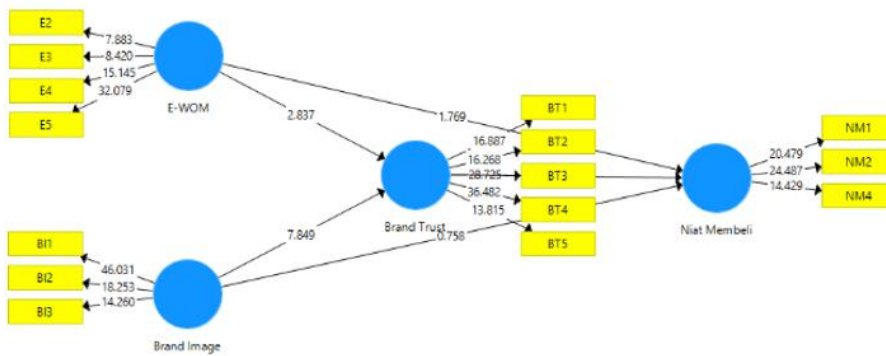


Figure 2.
Inner Model Scheme

Measurement Model (Outer Model)

Convergent Validity Test

Table 2.
Outer Loading Value

| Variable | Item | Outer Loading | Remarks |
|-------------------------------|------|---------------|---------|
| Electronic Word Of Mouth (X1) | E1 | 0,704 | Valid |
| | E2 | 0,711 | Valid |
| | E3 | 0,746 | Valid |
| | E4 | 0,815 | Valid |
| Brand Image (X2) | BI1 | 0,876 | Valid |
| | BI2 | 0,774 | Valid |
| | BI3 | 0,761 | Valid |
| Brand Trust (Z) | BT1 | 0,718 | Valid |
| | BT2 | 0,714 | Valid |
| | BT3 | 0,809 | Valid |
| | BT4 | 0,832 | Valid |

| | | | |
|------------------------|-----|-------|-------|
| | BT5 | 0,721 | Valid |
| Purchase Intention (Y) | NM1 | 0,826 | Valid |
| | NM2 | 0,811 | Valid |
| | NM3 | 0,775 | Valid |

Source: Processed primary data, 2024

It can be observed that each indicator has an outer loading value greater than 0.7, indicating that all indicators are valid. Additionally, the Average Variance Extracted (AVE) value is used to assess the validity of a construct in the study, with a value greater than 0.5 indicating that the construct is valid.

Table 3.
Average Variance Extacted (AVE) Value

| Variable | Average Variance Extacted (AVE) | Remaks |
|-------------------------------|---------------------------------|--------|
| Electronic Word Of Mouth (X1) | 0,649 | Valid |
| Brand Image (X2) | 0,578 | Valid |
| Brand Trust (Z) | 0,556 | Valid |
| Purchase Intention (Y) | 0,647 | Valid |

Source: Processed primary data, 2024

Based on the data in In Table 4, the Average Variance Extracted (AVE) values for all variables exceed 0.5, demonstrating that the results fulfill the requirements for convergent validity, and thus, all variables are deemed valid.

Discriminant Validity

Table 4.
Descriminant Validity (Cross Loading)

| | E-WOM | Brand Image | Brand Trust | Purchase Intention |
|-----|-------|-------------|-------------|--------------------|
| E1 | 0,704 | 0,274 | 0,289 | 0,406 |
| E2 | 0,711 | 0,235 | 0,241 | 0,315 |
| E3 | 0,746 | 0,329 | 0,450 | 0,391 |
| BI1 | 0,421 | 0,876 | 0,683 | 0,583 |
| BI2 | 0,406 | 0,774 | 0,528 | 0,397 |
| BI3 | 0,390 | 0,761 | 0,561 | 0,390 |
| BT1 | 0,397 | 0,548 | 0,718 | 0,461 |
| BT2 | 0,458 | 0,488 | 0,714 | 0,454 |
| BT3 | 0,407 | 0,556 | 0,809 | 0,583 |
| BT4 | 0,499 | 0,686 | 0,832 | 0,637 |
| BT5 | 0,350 | 0,510 | 0,721 | 0,405 |

| | | | | |
|-----|-------|-------|-------|-------|
| NM1 | 0,498 | 0,530 | 0,513 | 0,826 |
| NM2 | 0,452 | 0,499 | 0,626 | 0,811 |
| NM3 | 0,546 | 0,362 | 0,493 | 0,775 |

Source: Processed primary data, 2024

All indicators have a cross-loading value greater than 0.7. This indicates that each indicator shows a high value for its respective variable, demonstrating good discriminant validity. Therefore, the cross-loading values meet the criteria and can be considered valid.

Reliability Test

Table 5.
Cronbach's Alpha Value

| Variable | Cronbach's Alpha | Remarks |
|-------------------------------|------------------|---------|
| Electronic Word Of Mouth (X1) | 0,727 | Valid |
| Brand Image (X2) | 0,729 | Valid |
| Brand Trust (Z) | 0,817 | Valid |
| Purchase Intention (Y) | 0,727 | Valid |

Source: Processed primary data, 2024

Table 6 presents the Cronbach's Alpha values for all variables in the study, which are all above 0.7. This indicates that each variable satisfies Cronbach's Alpha criterion, suggesting high reliability across all variables. The second reliability test, rho_A, is employed to assess the internal consistency of a construct in the Partial Least Squares-Structural Equation Modeling (PLS-SEM) model. This test examines the consistency of indicators in measuring the same construct, taking into account the estimated weights of the indicators. Ideally, rho_A should have a value of ≥ 0.7 .

Table 6.
Rho_A Value

| Variable | Rho_A | Remarks |
|-------------------------------|-------|---------|
| Electronic Word Of Mouth (X1) | 0,746 | Valid |
| Brand Image (X2) | 0,757 | Valid |
| Brand Trust (Z) | 0,831 | Valid |
| Purchase Intention (Y) | 0,727 | Valid |

Source: Processed primary data, 2024

Table 7 shows that the rho_A values for all variables in the study exceed 0.7, indicating that each variable meets the rho_A criterion and demonstrates good reliability for

all variables. The third reliability test, Composite Reliability, evaluates the reliability of the indicators within a variable. A variable is considered to satisfy the composite reliability criterion if its composite reliability value is greater than 0.7. Below are the composite reliability values for each variable in this study.

Table 7.
Composite Reliability Value

| Variable | Composite Reliability | Remarks |
|-------------------------------|-----------------------|---------|
| Electronic Word Of Mouth (X1) | 0,833 | Valid |
| Brand Image (X2) | 0,847 | Valid |
| Brand Trust (Z) | 0,872 | Valid |
| Purchase Intention (Y) | 0,846 | Valid |

Source: Processed primary data, 2024

Table 8 shows that the composite reliability values for all variables in the study exceed 0.7. This indicates that each variable meets the composite reliability criterion, suggesting that all variables exhibit a high level of reliability.

Classical Assumption Test of Multicollinearity

Table 8.
VIF Values

| | Electronic Word of Mouth (X1) | Brand Image (X2) | Brand Trust (Z) | Purchase Intention (Y) |
|-------------------------------|-------------------------------|------------------|-----------------|------------------------|
| Electronic Word Of Mouth (X1) | | | 1,377 | 2,269 |
| Brand Image (X2) | | | 1,377 | 2,465 |
| Brand Trust (Z) | | | | 1,491 |
| Purchase Intention (Y) | | | | |

Source: Processed primary data, 2024

In Table 9, it is explained that the multicollinearity assumption test shows no multicollinearity issues because the Tolerance value is greater than 0.01 or the VIF value is

less than 5. Therefore, the data in this study can be considered reliable and free from problems.

Structural Model (inner model)

Coefficient of Determination Test (R²)

Table 9.
R Square Values

| | R Square | R Square Adjusted |
|--------------------|-----------------|--------------------------|
| Brand Trust | 0,594 | 0,590 |
| Purchase Intention | 0,549 | 0,541 |

Source: Processed primary data, 2024

Based on the table above, it can be concluded that the R-squared value is near 1, suggesting that the independent variables account for almost all of the variation in the dependent variable.

Hypothesis Test

Table 10.
Hypothesis Values

| | Hipotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Remarks |
|-----------------------------------|------------------|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|--------------------------------|
| Brand Image -> Brand Trust | H1 | 0,615 | 0,601 | 0,078 | 7,849 | 0,000 | Significant positive influence |
| E-WOM -> Brand Trust | H2 | 0,25 | 0,266 | 0,088 | 2,837 | 0,005 | Significant positive influence |
| Brand Image -> Purchase Intention | H3 | 0,103 | 0,121 | 0,135 | 0,758 | 0,449 | Insignificant influence |
| E-WOM -> Purchase Intention | H4 | 0,334 | 0,278 | 0,189 | 1,769 | 0,077 | Insignificant influence |
| Brand Trust -> Purchase Intention | H5 | 0,417 | 0,45 | 0,135 | 3,085 | 0,002 | Significant positive influence |

| | | | | | | | |
|--|----|-------|-------|-------|-------|-------|--------------------------------|
| Brand Image->Brand Trust->Purchase Intention | H6 | 0,256 | 0268 | 0,082 | 3,126 | 0,002 | Significant positive influence |
| E-WOM ->Brand Trust->Purchase Intention | H7 | 0,104 | 0,123 | 0,061 | 1,709 | 0,088 | Significant positive influence |

Source: Processed primary data, 2024

The results from the path coefficients in Table 10 reveal several significant and insignificant relationships. While some hypotheses were supported, others were not. Below is a detailed discussion of the results, including potential reasons for the insignificant findings:

The significant positive relationship between Brand Image and Brand Trust (H1) aligns with prior research, suggesting that a strong brand image fosters trust among consumers. Similarly, the significant positive influence of E-WOM on Brand Trust (H2) confirms that positive online reviews and recommendations effectively enhance trust in a brand. The significant relationship between Brand Trust and Purchase Intention (H5) underscores the importance of trust as a mediator that drives consumer decisions. Additionally, the finding that Brand Image affects Purchase Intention through Brand Trust as a mediator (H6) highlights the mediating role of Brand Trust, suggesting that Brand Image indirectly influences Purchase Intention through enhanced trust.

However, some hypotheses showed insignificant relationships. For H3 (Brand Image → Purchase Intention), the analysis shows no significant relationship ($p = 0.449$). This could be due to the presence of more influential factors that directly affect purchase intention, such as price sensitivity, where consumers prioritize affordability over brand image when making purchasing decisions. Perceived product quality may also play a stronger role than brand image, and promotional strategies like discounts or limited-time offers could overshadow the impact of brand image. Similarly, for H4 (E-WOM → Purchase Intention), the lack of significance ($p = 0.077$) might be explained by consumer skepticism toward online reviews,

where some individuals question their authenticity, reducing their direct impact on purchasing decisions. Additionally, excessive online reviews and conflicting opinions may dilute the influence of E-WOM, and other factors, such as brand loyalty or peer recommendations, may carry greater weight.

For H7 (E-WOM → Brand Trust → Purchase Intention), the results show an insignificant mediating effect of Brand Trust ($p = 0.088$). This could be due to context-specific factors, where E-WOM may not strongly affect trust or purchase intention in certain industries, or variability in consumer behavior, with some segments placing more value on personal experiences or offline interactions.

To address these findings, future research could incorporate additional variables such as price, product quality, and promotional activities as potential moderators or mediators. Analyzing how different demographic or psychographic segments respond to Brand Image and E-WOM could provide deeper insights. Expanding the research scope to include cross-industry comparisons or longitudinal studies may also help explore the dynamics of E-WOM and Brand Image over time. By delving deeper into these areas, researchers can gain a more comprehensive understanding of the factors influencing Purchase Intention.

The Influence of Career Planning and Adversity Quotient on the Career Readiness of Management Students from the 2021 Cohort at Universitas Muhammadiyah Surakarta

The analysis of H1 reveals that career planning significantly and positively influences the career readiness of management students at Universitas Muhammadiyah Surakarta. This conclusion is supported by the partial test (T), where the significance value for the effect of X1 on Y is 0.011, which is less than 0.05, and the t-count value is 2.597, greater than the t-table value of 1.981, thus confirming that H1 is accepted. This suggests that students who engage in career planning demonstrate higher career readiness. By understanding their own potential, students are better equipped for future success, particularly in the workforce, as the knowledge they gain during their education prepares them for professional environments. As a result, these students are more confident in their readiness to enter the workforce. Previous studies, such as those by Qristin Violinda et al. (2023), Pamella N. P. Sumampouw et al. (2024), Anggi Eka Mentari & Musoli (2021), and

Juanito Kalelo & Nilmawati (2024), support the finding that career planning has a positive and significant impact on students' career readiness.

The Influence of Adversity Quotient on the Career Readiness of Management Students from the 2021 Cohort at Universitas Muhammadiyah Surakarta

The analysis of H2 reveals that the adversity quotient (X2) significantly and positively affects the career readiness (Y) of the 2021 cohort management students at Universitas Muhammadiyah Surakarta. This is supported by the partial test (t), where the significance value of the effect of X2 on Y is 0.001, which is less than 0.05, and the t-count value is 6.296, which exceeds the t-table value of 1.981. Consequently, it can be concluded that the adversity quotient (X2) has a significant impact on career readiness (Y), and thus H2 is accepted. In other words, management students with a higher adversity quotient exhibit stronger abilities to tackle challenges and problems while staying committed to their goals and principles, thereby enhancing their career readiness. Previous studies, including those by Surahman et al. (2021), Qristin Violinda et al. (2023), and Ferdy Jasak et al. (2020), support this finding, showing that adversity quotient has a significant positive influence on career readiness.

The Influence of Career Planning and Adversity Quotient on the Career Readiness of Management Students from the 2021 Cohort at Universitas Muhammadiyah Surakarta

The analysis of H3 indicates that both career planning (X1) and adversity quotient (X2) significantly and positively influence career readiness (Y) among the 2021 cohort management students at Universitas Muhammadiyah Surakarta. This conclusion is supported by the results of the simultaneous (F) test, which show that the combined effect of X1 and X2 on Y is 0.001, which is less than 0.05, and the F-count value of 49.481 exceeds the F-table value of 3.08. Therefore, it can be concluded that both X1 and X2 have a simultaneous effect on Y, and H3 is accepted. In other words, the presence of career planning, confidence in one's ability to achieve future career goals, and resilience in overcoming challenges collectively enhances the career readiness of the 2021 cohort management students at Universitas Muhammadiyah Surakarta. This finding aligns with

Violinda et al. (2023), who stated that career planning and adversity quotient, when combined, have a significant positive impact on career readiness.

CONCLUSION

The research findings highlight that career planning and adversity quotient significantly influence career readiness, both individually and collectively. Career planning equips students with structured strategies for their professional futures, while adversity quotient fosters resilience and the ability to navigate challenges. However, the study's limitations—such as a limited sample size and a focus on a single department—restrict the generalizability of the results. Future research should involve a larger, more diverse sample and explore additional factors like internship experience, interpersonal skills, and social support to gain a broader understanding of career readiness. Educational institutions can apply these findings by incorporating career planning modules and resilience-building workshops into their programs, bridging the gap between academic preparation and workforce demands.

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