IMPACT OF ELECTRONIC WORD OF MOUTH, INFLUENCERS, ON CONSUMER PURCHASE INTENTIONS ON FASHION (ERIGO BRAND STUDY)

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Abstract

This study examines the influence of electronic word of mouth (eWOM) and social media influencers on consumer buying intent, with an emphasis on the Indonesian fashion brand Erigo. The study aims to analyse how eWOM and influencers directly influence consumers' purchase intention towards Erigo products. Data for this study were gathered using a quantitative methodology. through an online questionnaire from 150 active Users of social media between the ages of 18 and 40 in Cirebon City who are familiar with the Erigo brand. The sampling method followed Roscoe's Rule of Thumb, while the data was examined using multiple regression analysis. Results indicate that although eWOM contributes to brand perception, It has no discernible impact on the intention to buy. On the other hand, influencers show a strong positive impact on consumer purchase intentions, with their digital presence and credibility contributing significantly to consumer interest. The study found that eWOM and influencers together explained 33.0% of the difference in consumers' purchase intentions, and the remaining 67.0% was due to other factors. The findings contribute to digital marketing theory by highlighting the dominant role of influencers over eWOM in shaping consumer behaviour.

Keywords: Electronic Word of Mouth, Influencers, Purchase Intentions

INTRODUCTION

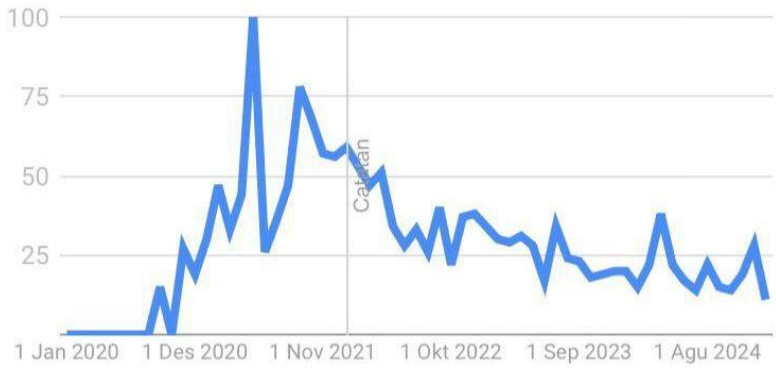
The rapid advancement of digital technology and the popularity of social media have significantly altered the manner consumers seek information and make purchasing decisions (Isbahi, 2023). One important phenomenon in this context is electronic word of mouth (eWOM), which is the dissemination of information between consumers through digital platforms. As a form of communication that is considered more authentic, relevant, and trustworthy, eWOM significantly affects how customers view brands and make purchase intentions (Cheung & Thadani, 2012; Dian & Aminah, 2024).

On the other hand, influencers on social media have become an important component of modern marketing strategies (Rosyid et al, 2023). With the ability to create a personal connection and compellingly deliver messages, influencers are often utilised to amplify the eWOM effect. In the fashion industry, which is heavily influenced by trends and recommendations, collaboration with influencers has proven to be one of the most effective approaches to capture consumer attention and increase purchase intent (Hughes et al., 2019).

Erigo, a local Indonesian fashion brand, achieved global recognition in 2020 in nations including the Philippines, Singapore, Malaysia, and Thailand (Republika.id, 2020). This provides an interesting example to examine electrical word-of-mouth's effects (eWOM) and Key factors influencing consumer purchase behaviour. Erigo's marketing strategy of utilising influencers and eWOM as promotional tools has proven effective in building consumer trust, expanding market reach, and creating a loyal customer community (Putri et al., 2023).

However, the extent to which eWOM and influencers directly influence Erigo consumers' purchase intention still requires further research. Therefore, this study intends to examine how eWOM and influencers affect consumers' intentions to make purchases, particularly in light of the Erigo brand.

Erigo's Interest Development



Source: Google Trends (2025)

The development of interest in the Erigo brand from January 2020 to August 2024. Interest began to increase significantly from mid-2020 and peaked in December 2020, indicating a high surge in popularity in that period. After this peak, interest gradually decreased throughout 2021, although there were still some fluctuations. From 2022 to 2024,

the graph shows a more stable pattern with minor fluctuations, but interest no longer reaches as high a level as at the peak in 2020.

REVIEW OF LITERATURE

Electronic Word of Mouth

eWOM is characterized as consumer-to-consumer communication. On digital platforms that influence purchasing decisions. Factors such as source credibility and intensity of social media use are important elements (Mangold & Faulds, 2009: 357). Ajzen's Planned Behaviour Theory (1991: 179) asserts that consumer purchase intentions are impacted by favorable sentiments regarding the information received.

A new type of word-of-mouth (WOM) has emerged as a result of the Internet of Things' expansion, communication (lot) in the digital age, namely electronic word-of-mouth (eWOM). It is among the most powerful unofficial channels of communication for corporations, consumers, and the general public (Wardhana, et al, 2019; Yang, 2017).

Hennig Thuau, Gwinner, Walsh, and Gremler (2004) define electronic word-of-mouth (eWOM) as a message that can be either positive or negative from prospective clients, real clients, or companies through the internet. Ismagilova, Dwivedi, Slade, and Williams (2017) state that E-word-of-mouth, or Ewom, is all statements, both good and bad, based on consumer experiences of products, services, and companies that many people have access to via the internet. eWOM is a form of electronic media communication that can provide customers with information regarding company goods and services from individuals they know or from a group of individuals with experience who live in different places with these items and services (Goyette, Richard, Bergeron, Marticotte, 2010).

Influencers

Influencers are individuals who influence consumer decisions through a digital presence. According to Ohanian (1990:39), the credibility of an influencer depends on the expertise, attractiveness, and trust built.

According to Wibowo (2021:3), influencers are not only limited to artists or famous figures, but can also come from ordinary individuals who have great influence in a particular community. They utilise emotional connection and relevant information to build trust and strengthen bonds with targeted audiences.

Purchase Intentions

Purchase intentions are the result of a combination of information received and positive consumer perceptions. Fishbein and Ajzen (1975: 123) explain that purchase intentions are based on subjective norms and trust in information sources.

Purchase intentions are the desire or purpose of an individual to buy something of an item or service that is influenced by several internal and external elements. The theory that often underlies this study thr Theory of Planned Behavior (TPB), which emphasizes how attitudes affect a person's intentions towards action, subjective standards, as well as perceived Control of behavior (George, 2004: 1). Purchase intentions, including repurchase intentions, are typically influenced by previous shopping experiences, service quality, and consumer satisfaction (Hellier et al., 2003:2). Other significant factors include e-commerce service quality, which includes responsiveness, ease of use, interactivity, and accessibility (Phuong & Trang, 2018:2), and consumer satisfaction that arises from the match between product performance and expectations (Kotler, 2000:2).

Reference groups also play an important role in shaping purchase intentions, particularly through social influence from family, friends, or community. This is increasingly relevant in online shopping, where recommendations from reference groups can strengthen the desire to buy again (Bearden & Michael, 2011: 2). Indicators of purchase intention, according to Yaras et al. (2017: 2) and Wani et al. (2016: 2), include the possibility of repurchasing the product, recommending it to others, and planning to make future purchases. However, the influence of reference groups tends to decrease if consumers already have strong satisfaction from previous experiences. Therefore, purchase intention is a crucial component of understanding client behaviour, especially in the digital context, and can be used as a predictive indicator in marketing strategies.

RESEARCH METHOD

In this investigation, a quantitative method was selected, The positivist philosophy serves as the foundation for this approach which prioritises concrete information presented as numbers, where statistical analysis is employed as a calculating instrument to produce research conclusions (Sugiyono, 2022).

To acquire data, a survey was utilized method with a questionnaire instrument distributed digitally using the Google Forms platform. The questionnaire contains written inquiries intended to get data from respondents who match the research criteria. Sample size determination refers to Roscoe's Rule of Thumb It asserts that the suitable sample size for study with statistical analysis ranges from 30 to more than 500 respondents. For research with regression analysis, the recommended At least ten times as many independent variables are included in the sample size (Roscoe, 1975). Based on this rule, this study uses 150 responders who often utilize social media in Cirebon city between the ages of 18 and 40 are familiar with the Erigo brand.

To measure the research variables, a Likert scale is used, which allows the development of various indicators. Sugiyono (2013) explains that the Likert scales are used to measure instruments commonly employed in studies to assess the degree of consensus or dissent of respondents making a declaration, including measuring attitudes, opinions, and perceptions.

What an Electronic Word of Mouth (e-WOM) affects and Influencers on Consumer Obtain In the fashion business, with a case study on the Erigo brand. This study’s data were gathered through a survey using a survey sent to those who fit the research criteria. To evaluate the data, SPSS (Statistical Package for the Social Sciences) was utilized, which includes validity, reliability, to ascertain how independent factors affect the dependent variable, as well as multiple linear regression analysis. The research framework used in this study can be seen in Figure 1 below.

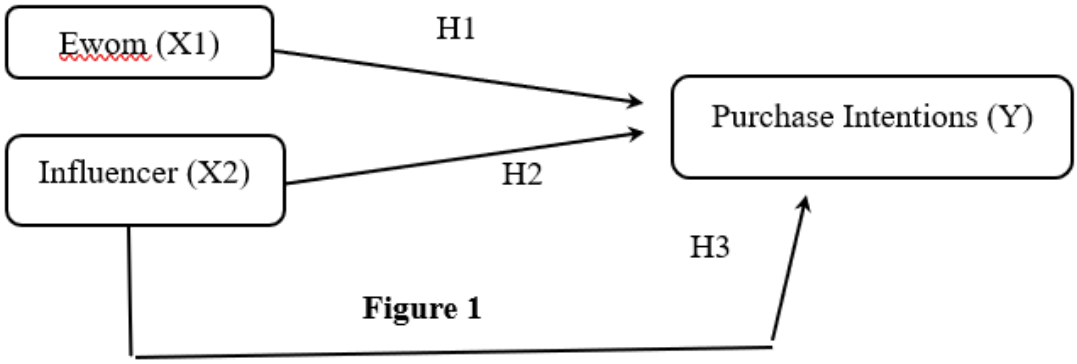


Figure 1
Research Framework

This research uses electronic word-of-mouth, Influencers, and Purchase Intentions to determine the extent to which e-WOM and influencers impact consumers' inclinations to buy Erigo fashion products. Therefore, the operational variable definitions utilized in this study are displayed in Table 1 to measure the relationship between these factors.

Table 1
Operational Definition of Variables

Variables	Indicators	Reference
Electronic Word of Mouth	1. Intensity	Sari et al. 2017, I Komang Wiramas Prayoga & Ni Nyoman Kerti Yasa, 2023
	2. Valence of Opinion	
	3. Content	
Influencers	1. Visibility	According to Rossiter & Percy, Cinthya Ryana Sari & Agus Molana Hidayat, 2021
	2. Credibility	
	3. Attraction	
	4. Power	
Purchase Intentions	1. Transactional Interest	Ferdinand, 2006, Giovani Antania Hanjani & Arry Widodo 2019
	2. Referential Interest	
	3. Preferential Interest	

RESULTS AND DISCUSSION

Validity Test

Purchase Intentions

item	r count	r table	description
OCPI1	0. 779	0.1603	VALID
OCPI2	0. 728	0.1603	VALID
OCPI3	0. 785	0.1603	VALID

The findings above indicate that the r_{count} value for the Online Consumer Purchase Intentions question shows all r_{count} values> $r_{(table)}$) (0.1603). The outcomes of the calculation of r_{table} obtained a value of 0.1603, which is obtained from the value of r_{table} for n-2 = 150-2 = 148 at the 5% significance level. Therefore, each of the aforementioned queries can be considered legitimate.

Electronic Word of Mouth

Item	r count	r table	Description
Ewom1	0.626	0.1603	VALID
Ewom2	0.692	0.1603	VALID
Ewom3	0.726	0.1603	VALID
Ewom4	0.714	0.1603	VALID
Ewom5	0.668	0.1603	VALID
Ewom6	0.661	0.1603	VALID

According to the aforementioned findings, it is known that the r_{count} worth of the Electronic Word of Mouth question displays everything r_{count} values> The value of 0.1603 was acquired from the $r_{(table)}$ value for n-2 = 150-2 = 148 at the end of the Table calculation, the 5% level of relevance. Thus, every one of the questions above can be said to be valid.

Influencers

Item	r count	r table	Description
X1.1	0.804	0.1603	VALID
X1.2	0.780	0.1603	VALID
X1.3	0.834	0.1603	VALID
X1.4	0.712	0.1603	VALID

The aforementioned findings indicate that the $r_{count\ of}$ the Influencer question's value displays all r_{count} values> $r_{(table)}$) (0.1603). The value of 0.1603 was the outcome of the r table calculation. This, at the 5% significance level, is derived from the value of the r table for n-2 = 150-2 = 148. So, all of the questions above can be said to be valid.

Reliability Test

Being dependable is a questionnaire-based measurement technique that indicates a variable or concept is considered trustworthy if respondents' responses to an item are steady or constant across time. A construct or variable's degree of reliability can be determined by

looking at its Cronbach's Alpha (a) results statistic. One kind of variable is considered trustworthy if it provides a More than 0.60 Cronbach Alpha.

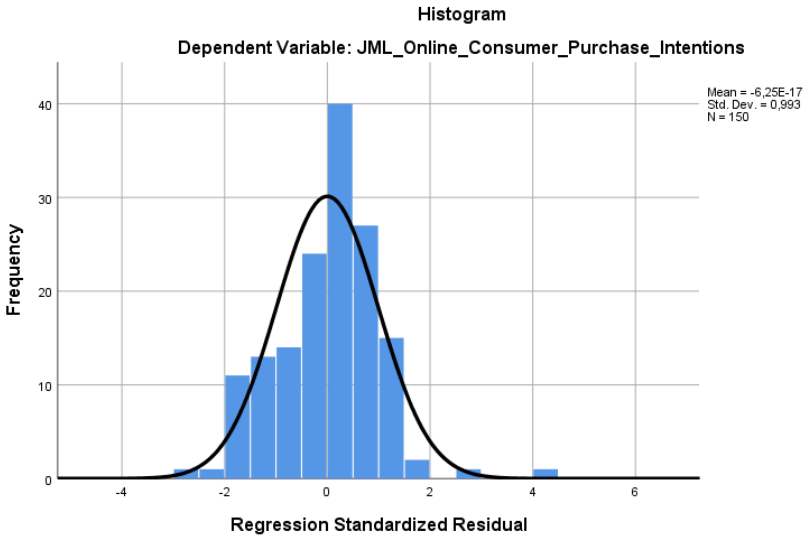
No.	Variables	Cronbach's Alpha	Description
1.	Electronic Word of Mouth	0,770	Reliable
2.	Influencer	0,787	Reliable
3.	Online Consumer Purchase Intentions	0,635	Reliable

As can be seen from the above table, the reliability test yielded values for all variables that were greater than 0.60, which, by the criteria, can be considered reliable.

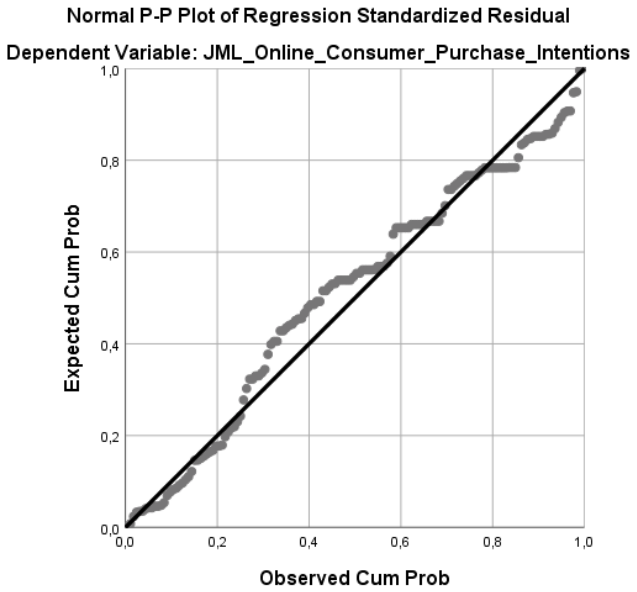
Classical Assumption Test

Normality Test

The normalcy test's objective is to ascertain whether the information gathered from every variable being analysed whether or not it truly exhibits a normal distribution pattern. The test for variable normalcy was conducted using the Kolmogorov-Smirnov equation. If a distribution's when the p-value exceeds 0.05, it is regarded as normal; if it is less than 0.05, it is considered abnormal.



The following histogram graph's shape further demonstrates that the data is not regularly distributed due to the shape of the graph deviates to the right or left and is not typical. The test results are further supported by the non-normal plot graph and the histogram graph but on the graph the data does not follow a normal distribution.



It is clear from the P-Plot image that the points do not approach or follow the diagonal line, indicating that the regression model does not meet the normality assumption.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,62058146
Most Extreme Differences	Absolute	,094
	Positive	,073
	Negative	-,094
Test Statistic		,094
Asymp. Sig. (2-tailed)		,002[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

To ascertain whether the residuals are normally distributed, the one-sample Kolmogorov-Smirnov (K-S) test yielded findings that show the residuals are not, since the significance value is 0.002, which is less than alpha (0.05).

Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4,325	1,117		3,873	,000		

	JML_Electronic_Word_of_Mouth	,032	,046	,053	,683	,496	,759	1,317
	JML_Influencer	,422	,060	,547	7,059	,000	,759	1,317

a. Dependent Variable: JML_Online_Consumer_Purchase_Intentions

From the calculations in the multicollinearity test results table, the obtained tolerance values for all factors are > 0.10 and VIF = 10. When multicollinearity is absent from the regression model.

Hypothesis Testing

Partial t-test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,325	1,117		3,873	,000
	JML_Electronic_Word_of_Mouth	,032	,046	,053	,683	,496
	JML_Influencer	,422	,060	,547	7,059	,000

- H0: Variable x1 has no influence on y
- H1: Variable x1 has an influence on y
- H0: Variable x2 has no influence on y
- H2: Variable x2 has an influence on y

Electronic Word of Mouth has a t-count value of 0.683 <1, table 1.655 with a significant level of 0.496 <0.05, as shown in the above table. Hl is refused, while H0 is accepted. So that the intentions of online consumers to make purchases are unaffected by electronic word of mouth.

HO is rejected and H2 is allowed when the influencer's tcount value =7.059> ttable 1.655 at a noteworthy degree of 0.000 0.05. so that online consumer purchase intentions are influenced by influencers.

F Test

At the 0.05 level, the F test is used to show whether the independent factors have an impact on the dependent variable separately or together under investigation (Ghozali, 2013).

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	192,844	2	96,422	36,221	,000[b]
	Residuals	391,316	147	2,662		
	Total	584,160	149			

a. Dependent Variable: JML_Online_Consumer_Purchase_Intentions

b. Predictors: (Constant), JML_Influencer, JML_Electronic_Word_of_Mouth

According to the aforementioned data, the Fcount value is 36.221>3.06 Ftable, and the significance level for Influencer and Electronic Word of Mouth is 0.000 or 0.05. Therefore, online consumer purchase intentions are impacted by the Electronic Word of Mouth and Influencer regression model at the same time.

Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,575[a]	,330	,321	1,632

a. Predictors: (Constant), JML_Influencer, JML_Electronic_Word_of_Mouth

According to the above R Square, the data's coefficient of determination is 0.330. According to the statistical computation, 33.0% of the variance in the dependent variable can be explained by the independent variables (influencer and electronic word-of-mouth). (online consumer purchase intentions). The remaining 67.0% may be accounted for by variables not included within the regression model under study.

CONCLUSION

This study looks at how influencers and electronic word-of-mouth (eWOM) affect consumers' intentions to buy in the fashion sector, focusing on the Erigo brand. The results show that eWOM has a role in building brand perception, but does not significantly influence purchase intention. In contrast, influencers have a stronger influence in driving purchase decisions, suggesting that their credibility and digital presence contribute to consumer interest.

The findings contribute to digital marketing theory by highlighting the dominant role of influencers over eWOM in shaping consumer behaviour. In practice, fashion firms can use the study's findings as a guide to create more successful marketing campaigns, focusing on collaboration with influencers to increase sales traction and conversion. Other elements that affect consumers' intentions to buy in the fashion sector can be investigated in future studies.

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