

## Factors Influencing Purchase Intention

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### Abstract

Cosmetic industry is one of sector that has billion dollar value in the world, the product suce as : facial cleanser, toner, serum, moisturizer, foundation, lipstick, eyeliner, eyeshadow, blush on, and mascara. In this research purpose is to know and to analyze the effect that brand image, brand awareness, brand loyalty, perceived quality and E-WOM produce for purchase intention. The analysis metode in this research is multiple linier regresion. The population in this research is all of respondens who used skincare that come from korea and it contain exfoliation serum, therefore the researcher is the population who used exfoliation serum from Jakarta namely Elformula. There are 120 responden who used non-probability sampling metode. The reseacher's ways to collect the data is using google from and that will be shared. The result of the image variable brand, awareness breand, loyaly brand, quality perceived and E-WOM is it has big positive effect that can make purchase intention. This research will help the marketing and people has a knowledge to choose a segmentation, pisioning, and market targeting. And this research bas some managerial implications for companies and skincare seller namely Elformula.

**Keywords:** *brand image, brand awareness, brand loyalty, perceived quality, E-WOM, purchase intention.*

### INTRODUCTION

The cosmetics industry is one of the sectors worth billions of dollars globally, encompassing various types of products such as cleansers, toners, serums, moisturizers, foundations, pressed powders, lipsticks, eyeliners, eyeshadows, blushes, and mascaras (Haslina et al., 2017). A strong brand image plays an important role in the attractiveness and success of these products in the global market. The global cosmetics market continues to grow rapidly with the emergence of new and innovative products. Skincare products, in particular, have been widely accepted in international markets and have experienced significant growth each year (Vazifehdoost et al., 2018). In Indonesia, the cosmetics industry has experienced significant growth, not only due to local products but also imported products, with consumers increasingly choosing global cosmetics, especially those originating from South Korea (Zhao et al., 2022). Cosmetics from South Korea, known as a leader in the global skincare industry, show high purchase interest, as recorded in a report by (Alfiyyah, 2022) regarding the trend of searching for Korean skincare products on social media.

The main factor influencing purchase intention is brand image. Brand image refers to the overall perception of consumers toward a brand and strongly influences purchasing decisions (Azmy et al., 2020). The stronger the company's brand image, the stronger the

consumer loyalty in using a particular brand, allowing the company to achieve profitability. Through brand image, consumers obtain information about various products and their benefits (Azmy et al., 2020). A positive brand image can build consumer loyalty and facilitate product marketing, as consumers who have a favorable perception of a brand tend to be more loyal and interested in purchasing products from that brand. A study by (Chen et al., 2021) states that brand image has a positive and significant effect on purchase intention. In addition to brand image, brand awareness also plays an important role in purchase intention. Brand awareness refers to the extent to which consumers recognize and recall a brand. A well-known brand is more likely to be chosen by consumers when making purchasing decisions (Zhao et al., 2022). Previous studies have shown that brand awareness has a positive and significant effect on purchase intention (Lee et al., 2019; Vazifehdoost et al., 2018). Brand loyalty also influences purchase intention. Brand loyalty reflects consumer behavior patterns of consistently purchasing products from the same brand, regardless of price or convenience factors (Lovelock et al., 2014). Loyal consumers not only purchase products regularly but also recommend them to others, which in turn can increase purchase intention. Previous research findings (Khan et al., 2019; Zhao et al., 2022) indicate that brand loyalty has a positive and significant effect on purchase intention. After brand image, brand awareness, and brand loyalty, perceived quality becomes an important factor in determining purchase intention. Perceived quality refers to consumers' perceptions of product excellence compared to their expectations, and it plays a crucial role in purchasing decisions (Khan et al., 2019). Perceived quality that aligns with consumer needs can increase purchase intention (Vazifehdoost et al., 2018). These findings are consistent with studies conducted by (Konuk, 2018; Qalati et al., 2021), which state that perceived quality has a positive and significant effect on consumer purchase intention. Furthermore, Electronic Word of Mouth (E-WOM) plays a role in influencing purchase intention by providing additional information obtained from online reviews and recommendations from other consumers. E-WOM has a significant impact on purchase intention due to technological advancements and internet usage that enable rapid and widespread dissemination of information (Hoang et al., 2023). This is due to technological progress and internet usage, making E-WOM highly relevant to marketing efforts that drive purchase intention. Although some studies indicate that E-WOM does not always have a significant impact (Tan et al., 2020), many other studies show that E-WOM has a positive and significant effect on purchase intention. Research conducted by (Hoang et al., 2023; Mehryar et al., 2020) states that E-WOM has a positive and significant effect on purchase intention.

This study aims to evaluate the influence of brand image, brand awareness, brand loyalty, perceived quality, and E-WOM on purchase intention for Korean skincare products, specifically exfoliating serums. This study is a replication of previous studies (Hoang et al., 2023; Lee et al., 2019). What differentiates this study from previous research is that it replaces the brand association variable with brand image and adds the E-WOM variable, focusing on the aforementioned variables and involving respondents who are users of exfoliating serum from the Elformula brand residing in DKI Jakarta.

By understanding the relationship between these variables and purchase intention, this study is expected to provide useful guidance in designing effective marketing strategies in the cosmetics industry.

## RESEARCH METHODS

This study used a causal approach to explain the relationships between variables. The research employed a survey method using a questionnaire as the research instrument, which was distributed online through Google Forms. The data analysis in this study was quantitative or statistical in nature, aiming to test the established hypotheses. The population of this study consisted of all respondents who had used or subscribed to Korean skincare products, specifically exfoliating serums from the Elformula brand. The sampling technique used in this study was purposive sampling, which determined samples based on specific criteria. The criteria included respondents aged between 17 and 45 years, respondents who used Elformula skincare products, and respondents residing in the DKI Jakarta area. The sample size in this study referred to Chin et al. (2017), which stated that the minimum sample size was 100 respondents; however, to ensure more optimal results, the researcher used 120 respondents.

This study used a survey method for data collection. Data measurement was conducted using a Likert scale ranging from 1 to 5, where a score of 1 indicated strongly disagree (SD), a score of 2 indicated disagree (D), a score of 3 indicated neutral (N), a score of 4 indicated agree (A), and a score of 5 indicated strongly agree (SA). The data analysis technique in this study used multiple linear regression analysis with the assistance of SPSS version 27 software, resulting in instrument testing, classical assumption testing, and hypothesis testing (Chin et al., 2017).

## RESULTS AND DISCUSSION

**Table 1.** Hypothesis Test Results

t-test (Partial)				
Hypothesis	Hypothesis Statement	t-table	t-count	Description
H1	Brand image has a positive effect on purchase intention	1,980	9,281	Data supports the hypothesis
H2	Brand awareness has a positive effect on purchase intention	1,980	11,289	Data supports the hypothesis
H3	Brand loyalty has a positive effect on purchase intention	1,980	6,730	Data supports the hypothesis
H4	Perceived quality has a positive effect on purchase intention	1,980	12,593	Data supports the hypothesis
H5	E-WOM has a positive effect on purchase intention	1,980	9,530	Data supports the hypothesis

Source: Data Processed by the Author (2024)

This study explored and empirically tested the effects of brand image, brand awareness, brand loyalty, perceived quality, and E-WOM on purchase intention for Elformula skincare products. The first hypothesis stated that brand image could increase purchase intention. This means that the better the brand image of a product built by a company, the more it enhances positive perceptions and a favorable image among consumers. Elformula exfoliating skincare products are well recognized among consumers, leading to the creation of trust and confidence that the product can provide benefits and increase the desire to purchase it. The well-established brand image of Elformula has become an important factor in encouraging consumer purchase intention. The results of this study are consistent with previous research regarding the impact of brand image on purchase intention (Chen et al., 2021; Othman et al., 2022).

The next finding showed that brand awareness had an effect on purchase intention. Consumers were highly familiar with Elformula exfoliating skincare products, indicating that the better the brand awareness or level of knowledge about the product, the stronger the consumer purchase intention toward Elformula skincare. A deep understanding not only reflects high brand awareness but also strengthens consumer confidence in the product. In this context, the more frequently consumers remember and recognize Elformula products, the greater the likelihood that they will have a strong purchase intention. These results reinforce previous studies regarding the impact of brand awareness on purchase intention (Lee et al., 2019; Vazifehdoost et al., 2018).

Furthermore, the third hypothesis showed that brand loyalty had an effect on purchase intention for Elformula exfoliating skincare products. Consumers intended to continue using Elformula exfoliating skincare products, reflecting strong brand loyalty, where consumers felt satisfied and confident with the quality of the products offered. Elformula exfoliating skincare products became one of the main choices or preferences compared to other products, and consumers considered Elformula as a primary option when purchasing exfoliating skincare products. This means that consumers who intend to continue using the product and prioritize it as their main choice demonstrate strong purchase intention, as they will continue to choose and purchase Elformula products rather than switch to other brands. This finding is consistent with previous research (Khan et al., 2019; Zhao et al., 2022), which showed that brand loyalty affects purchase intention.

The fourth research finding also showed that perceived quality could increase purchase intention. This means that the higher the perceived quality experienced by customers, the greater the tendency for purchase intention toward Elformula exfoliating skincare products. Elformula exfoliating skincare products use high-quality ingredients and are sold in accordance with the quality promoted in advertisements, leading customers to perceive them as high-quality products. When customers believe that a product has good quality and also experience that quality themselves, it builds their purchase intention toward Elformula exfoliating skincare products. This is consistent with previous studies stating that perceived quality has an impact on purchase intention (Leonita, 2023; Abdurrahman et al., 2024).

The results of the fifth hypothesis test showed that E-WOM had an effect on purchase intention. This means that the better the E-WOM, the greater the customer purchase intention. It can be observed that before making a purchase, customers tend to look at recommendations from customer reviews for Elformula exfoliating skincare products. When customers see these reviews, they develop an interest in trying the

recommended product, which in turn forms their purchase intention. This finding is also consistent with previous studies (Adisty et al., 2023; Halim et al., 2022), which demonstrated that E-WOM has an impact on purchase intention.

## CONCLUSION

Purchase intention for Korean skincare products, specifically Elformula serum-based products, could be influenced by a combination of several factors, namely brand image, brand awareness, brand loyalty, perceived quality, and E-WOM, partially. Simultaneously, brand image, brand awareness, brand loyalty, perceived quality, and E-WOM collectively influenced purchase intention. Brand image had a significant and positive effect on purchase intention. This indicated that the higher the brand image, the greater the likelihood of consumers engaging in purchase intention. Brand awareness had a positive effect on purchase intention; the better the product understanding built through marketing, the higher the purchase intention to buy Elformula products.

Brand loyalty had a positive effect on purchase intention; the stronger the brand loyalty, the more it encouraged consumer purchase intention. Perceived quality had a positive effect on purchase intention, meaning it increased consumer confidence that the product would meet their needs and expectations, which in turn strengthened their decision to make a purchase. E-WOM had a positive effect on purchase intention, meaning that positive recommendations and reviews convinced consumers of product quality in line with their expectations, thereby generating purchase intention for Elformula skincare products.

This study had several managerial implications for companies and sellers to increase purchase intention for Elformula skincare. First, companies should consistently develop and maintain a positive and strong brand image through visual design, communication messages, and customer experience. Brands with a clear and positive image tend to be more easily recognized and trusted by consumers. Second, high-quality content can help create strong brand awareness among the target audience. Third, companies need to improve customer experience by providing excellent and responsive customer service. High customer satisfaction often contributes to strong brand loyalty. Fourth, companies should focus on improving product and service quality to ensure that products meet or exceed consumer expectations, and finally, evaluate and manage online reviews and customer feedback. Being responsive to both positive and negative reviews can help build trust and address weaknesses, thereby maintaining a competitive advantage. It is expected that this study can contribute to the fields of science and marketing in determining appropriate market segmentation, positioning, and targeting. Fifth, companies should develop skincare products that match different age groups and skin conditions, as this will help consumers more effectively care for and protect their skin and achieve desired results. Based on the findings, perceived quality significantly increased; therefore, companies can enhance the use of high-quality ingredients in skincare products to improve their benefits.

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