

# The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth (E-WOM) and Social Media on Purchase Intention

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## ABSTRACT

*This study aimed to investigate the function of brand image in mediating the impact of social media and electronic word-of-mouth on purchase intention. Methods The causality technique is employed in this study. Customers who purchase on South Tangerang's Lazada marketplace make up the study's demographic. Purposive sampling was employed to select samples from up to 150 respondents. SEM (Structural Equation Model) analysis with the SMART PLS program was employed for the data analysis. The research showed that social media and electronic word-of-mouth (E-WOM) had a favorable and significant impact on brand perception. Brand image can act as a mediator between Electronic Word of Mouth (E-WOM) and social media factors on purchase intention. E-WOM and social media have a favorable and significant impact on purchase intention. The findings of this study suggest that social media and electronic word-of-mouth (E-WOM) can, directly and indirectly, improve purchase intention through brand image.*

## 1. INTRODUCTION

Today, with the advancement of E-commerce business technology, we meet very much. This can be seen from the number of start-up companies in Indonesia that have sprung up, for example, Bukalapak, Tokopedia, Lazada, Shopee, Blibli, and Zalora. There were 175.4 million internet users in Indonesia in January 2020, which provides evidence of this. Between 2019 and 2020, there were 25 million (+17%) more internet users in Indonesia. In Indonesia, 64% of people had access to the internet in January 2020. In Indonesia, there were 160 million active social media users as of January 2020. Social media penetration in Indonesia reached 59% in January 2020 (Iswiyanti, 2021). More than half of the population in Indonesia was "literate" or actively using social media in January 2021, according to the most recent research from the marketing firm We Are Social and the social media management tool Hootsuite. 170 million out of Indonesia's 274.9 million individuals have utilized social media, according to the report Digital 2021 The Latest Insights Into The State of Digital. Consequently, the penetration rate is approximately 61.8% (Stephanie, 2021).

Based on information from research conducted by the Indonesian Internet Service Providers Association (APJII) from June 2 to 25, 2020, with 7,000 respondents, it was possible to identify many factors that respondents considered while deciding whether to purchase needs through e-commerce. Online shopping is preferred by customers for two reasons: first, since it is significantly less expensive (15.2%), and second, because it can be done from any location (13.2%) (Mutia. 2020). The largest marketplace in Indonesia is Lazada. Lazada is an overseas marketplace owned by Alibaba Group which has expanded to various countries. Supported by all the information presented in the Lazada application which is up to date, consumers will get products according to the desired criteria. In addition, in this marketplace, there are trusted online shops throughout Indonesia so that consumers don't have to worry about fraud committed by black stores.

The first step Lazada must take is to encourage users to frequently utilize their app for their purchasing activity by using eWOM. Electronic word of mouth (eWOM) refers to online talks regarding companies, their goods, and services (Angel, et al, 2021). Because everyone can view what other people

post on the internet, eWom will grow in importance for a product and expand its reach (Abubakar & Ilkan, 2016).

Advances in information technology have prompted an increasing number of customers to research a product or brand before making another purchase in this age of digitalization, turning social media into a platform for online socializing and interaction (Hendri & Budiono, 2021). Brand image is the ability of a brand to enhance the wearer's appearance and to influence consumer desire to purchase the goods (Pmudita & Sitingjak, 2021). In this scenario, a brand that can enhance the wearer's appearance will compel customers to purchase its goods (Fahmi, et al, 2020).

This study is based on earlier studies that had varied results and dealt with electronic word-of-mouth, social media, brand image, and purchase intention. According to research findings by Yang et al. (2015), Sari et al. (2017), Ismagilova et al. (2019), and Sulthana & Vasantha (2019), eWom will have a major impact on purchase intention. The findings of this study, however, do not agree with those of Saputra & Barus (2020) and Torlak et al. (2014), which demonstrate that e-WOM has no discernible impact on purchase intention.

Social media and Purchase Intention represent the following research gap. Social media significantly influences purchasing intention, according to research by Kuspriyono and Nurelasari (2018), Balakrishnan, et al. (2014), Priatni, et al (2020), and Putri's Research Results (2016). The findings of this study, however, conflict with those of Putra & Aristana's (2020) study, which found that social media had no discernible impact on purchase intention.

Investigate the brand image gap in terms of purchase intention next. Brand image has a considerable impact on purchase intention, according to studies by Torlak et al. (2014), Darmawan & Nurcaya (2018), Wibowo Research Results (2015), and Darmawan & Nurcaya (2018). However, the findings of this study do not agree with those of Yahya (2022) and Astuti (2011), who found that brand image had no discernible impact on consumers' intention to make a purchase.

It is thought necessary to do a research study on the association between these parameters and purchase intention since some of the variations in the results reported in these studies have a research gap. In this study, the problem is formulated as follows: (1) Does electronic word of mouth (E-WOM) affect brand image and purchase intention? (2) Does social media affect brand image and purchase intention? (3) Does brand image affect purchase intention? (4) Does brand image play a role in mediating the effect of electronic word of mouth (E-WOM) on purchase intention? (5) Does brand image play a role in mediating the influence of social media on purchase intention?

## 2. LITERATURE REVIEW

### Purchase Intention

Buy intent refers to those who might, will, expect to, or will purchase a good or service in the future (Daswan, 2019). Customers use the buy objective phase of the assessment interaction to express their desire to purchase the most enticing companies and to clarify their image inclinations before making a decision (Hendro and Keni, 2020). The phrase "buy expectation" refers to a consumer's deliberate decision to try to make a good purchase. Aim to purchase is a method for analyzing and assessing consumer behavior in terms of their interest in and propensity to purchase a particular brand (Garg and Joshi, 2018).

### Brand Image

The view of a brand as a whole is represented by its brand image, which is created through knowledge and information about the brand (Elseidi & El-Baz, 2016). The characteristics and advantages that distinguish a brand and set it apart from its rivals are referred to as its brand image (Farzin & Fattahi, 2018). Typically, a company's brand and brand image are essential competitive advantages that help generate additional premiums and considerable value (Daswan et al, 2019).

## **Electronic Word of Mouth (e-WOM)**

Electronic word of mouth is an informal, one-on-one discussion about a company, product, service, or brand between communicators and recipients who are thought to be acting in a noncommercial capacity (Alrwashdeh et al, 2019). Online word-of-mouth is referred to as "e-WOM," and it can take many different forms both online and offline (Cynthiadewi & Hatammimi, 2014). To gather and obtain information on goods or services sold by businesses that will have an impact on consumers' purchasing decisions, consumers can use e-WOM as a personal communication tool (Hendro & Keni, 2020).

## **Social Media**

The phrase "social media" refers to a category of media that relies on online interactions and dialogues between individuals (Fatimah & Prihandono, 2020). Additionally, social media is available in a variety of formats, such as social blogs, microblogging, photos, and videos. Additionally, it incorporates technologies like email, image and music sharing, blogs, and wall posting (Fahmi et al, 2020). Social media is an online community where people may share, collaborate, engage, and communicate with one another to create virtual social relationships (Nasrullah, 2015). Social Media is a cycle that offers people the chance to advance their destinations, items, or administrations through friendly channels and convey them to the more extensive local area that isn't accessible customarily (Pmudita and Sitinjak, 2021).

## **Electronic Word of Mouth (e-WOM) with Brand Image**

Due to its significant impact on the company's brand perception, e-WOM has established itself as a constant component of the marketing mix (Jalilvand & Samiei, 2012). The presence of e-WOM will improve the company's brand perception among consumers, which will affect lowering the company's promotional costs (Fatimah & Prihandono, 2020). The more positive eWOM, the more chances there are for businesses to develop a favorable brand perception among consumers. This positive image will ultimately increase the value of trust in the company's brand image (Hakim et al, 2021). It was discovered in a study by Abubakar et al. (2016) that there is a favorable relationship between e-WOM and brand image. Additionally, Farzin & Fattahi's research (2018) asserts that e-WOM has a favorable impact on brand perception.

H1: Electronic Word of Mouth (e-WOM) has a positive effect on brand image.

## **Social Media with Brand Image**

As indicated by Hartzel et al. (2011), intuitive promoting methods using virtual entertainment locales like Facebook and Twitter will improve brand discernment and cultivate a utilizing impact among organizations and clients. Brands can be examined via online entertainment on account of the viral effect, which is notable by an enormous number of clients (Sharma and Verma, 2018). Online entertainment will further develop data handling limits, support purchaser certainty while making buys, and help brand-name administration fulfillment (Bulearca and Bulearca, 2010). As indicated by research by Website optimization and Park (2018), web-based entertainment action valuably affects brand image. As per research by Fatimah and Prihandono (2020), web-based entertainment meaningfully affects brand image.

H2: Social Media has a positive effect on Brand Image.

## **Brand Image with Purchase Intention**

When buying something, consumers will consider the brand image that has become established in their minds. The brand image of a product influences the consumer's decision to buy it more (Suyoga & Santika, 2017). When creating a favorable brand image in consumers' eyes, will also affect their purchasing intentions (Hendro & Keni, 2020). According to a study by Farzin and Fattahi, there is a connection between brand image and intention to buy (2018). Jalilvand & Samiei's research indicates that consumer purchase intentions are influenced by brand image (2012). Additionally, the findings of Yu et al(2018) .'s study demonstrates a favorable relationship between brand image and purchase intention. This shows that the more positive the brand image, the higher the consumer's intention to buy.

H3: Brand image has a positive effect on purchase intention.

### **Electronic Word of Mouth (e-WOM) with Purchase Intention**

According to Farzin & Fattahi (2018), the shift from WOM to e-WOM has played a significant role in influencing the formation of consumer purchasing behavior. Consumer behavior has made eWOM one of the key elements in influencing how consumers behave and make judgments about what to buy (Pmudita & Sitinjak, 2021). According to a study by Kudeshia & Kumar (2017), e-WOM has a favorable impact on consumers' desire to make a purchase. According to research by Abubakar et al. (2016), eWOM and purchasing intention are positively correlated. In this situation, eWOM has a significant impact on consumer attitudes and purchase intentions.

H4: Electronic Word of Mouth (e-WOM) has a positive effect on Purchase Intention.

### **Social Media with Purchase Intention**

According to Siswanto (2013), social media is the most effective kind of advertising. It may also be used to provide interactive marketing tools, provide customer service, and cultivate relationships with current and new clients. Users are supposed to utilize social media as a catalyst to spread messages online (Kusumasari & Arifianto, 2019). One of the platforms that marketers currently employ frequently to teach consumers about a product is social media. This social media platform is a novel platform for "consumer to consumer" and "business to consumer" conversations, and it has significant marketing implications (Kotler & Armstrong, 2016). According to a study by Balakrishnan et al. (2014), social media influences how purchasing intentions are formed. The results of Jurnia & Rosyad's (2015) investigation into the connection between social media advertising and consumer buying interest revealed a statistically significant positive relationship between the two.

H5: Social media has a positive effect on Purchase Intention.

### **Electronic Word of Mouth (e-WOM) with Purchase Intention through Brand Image**

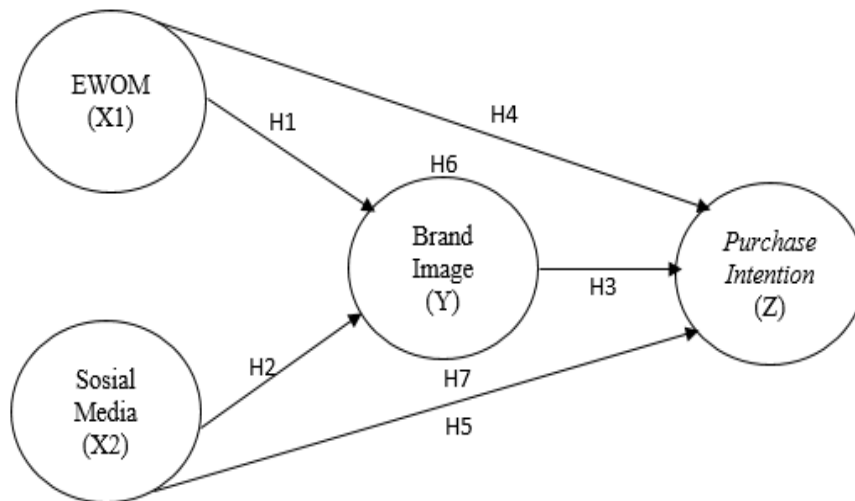
Companies will have a wonderful opportunity to develop a brand image that is sensed by consumers and influences purchase intention thanks to the accessibility of e-WOM communication (Hakim et al, 2021). The more positive e-WOM generated by happy customer experiences, the better and more positive brand image will be formed, which can then encourage more customers to purchase the goods and services provided by service providers (Gautam & Shrestha, 2018 ). Studies by Elseidi & El-Baz (2016), Daswan et al (2019), Khan & Ali (2017), Atika et al (2018), and Jalilvand & Samiei (2019) found that the brand image might affect how e-women are affected by purchase intention (2012). This illustrates that the improved and more favorable brand image created by the use of successful e-WOM will ultimately increase purchase intention for the products and services that marketers offer.

H6: Brand image mediates the effect of electronic word of mouth (e-WOM) on purchase intention.

### **Social Media with Purchase Intention through Brand Image**

Because social media marketing indirectly influences customers' purchasing intentions, Ashfaq et al. (2014) guaranteed that brand image assumes a part in the impact of virtual entertainment on buy goals. When businesses care about their brand, customers are more likely to purchase because they are emotionally invested in the brand. The brand's reputation will be further enhanced by good social media conversations and comments, which will affect consumers' intention to make a purchase (Sutariningsih & Widagda, 2021). According to a study by Pramudita & Sitinjak (2021), social media marketing significantly influences purchase intentions by influencing how consumers perceive the brand of online retailers. The results of this study are in line with those of Rachmy & Ismail's (2018) study, which discovered that social media influencers and purchase intention had a positive and significant association that was moderated by brand image. This is because engaging social media commercials will strengthen brand connections, which may in turn lead to increased buy intention for the goods and services that marketers sell.

H7: Brand image mediates the influence of Social Media on Purchase Intention.



**Fig. 1.** Conceptual Framework

### 3. METHOD

A causal research design is employed in this study. The study of causes is a causal connection. Because the goal of this study is to identify the causal connection between the independent and dependent variables, causal research is employed (Sugiyono, 2017). Customers who purchase on South Tangerang's Lazada marketplace make up the study's demographic. In determining the minimal sample size for this study, Hair et al(2014) 's assertion that the number of samples used as respondents must be adapted to the number of question indicators included in the questionnaire was taken into consideration. Where in this study the number of indicators is  $30 \times 5 = 150$ , so the number of samples used is 150 respondents with a purposive sample technique with the criteria of Lazada customers who have used the application for buying or selling transactions at least once a month who are domiciled in South Tangerang.

In this study, a questionnaire instrument was used to gather data. Structural Equation Modeling (SEM) with SmartPLS software is a data analysis technique. SEM is a method for multivariate analysis that combines multiple regression with factor analysis, enabling researchers to simultaneously assess the relationship between independent and dependent variables (Hair et al, 2014). This review utilizes an external model and evaluates the Normal of AVE, CFA, and CR values to test their legitimacy and dependability. At the point when CFA and CR values are 0.7 and AVE is 0.7, they are considered to be acceptable (Hair et al., 2014). To anticipate the causal connection between idle factors, this study utilizes the internal model. The inward model is assessed by the worth of the R-square build and the speculation.

### 4. RESULTS AND DISCUSSION

#### Evaluation of Measurement Model (Outer Model)

To make sure the measurements utilized may be used as measurements, an outer model analysis is done (valid and reliable). Ghozali and Latan (2017) assert that a loading factor between 0.50 and 0.60 can be regarded as adequate and that an indication is stated to be legitimate if its value is more than 0.70. If a loading factor value is less than 0.50 based on this criterion, it will be removed from the model.

**Table 1.** Convergent Validity Test Results

Variable	Indicator	LF	AVE
Ewom	EWOM1	0,869	0,724
	EWOM2	0,885	
	EWOM3	0,881	
	EWOM4	0,902	
	EWOM5	0,792	
	EWOM6	0,768	
Social Media	SM1	0,861	0,690



Variable	Indicator	LF	AVE
Brand Image	SM10	0,728	0,709
	SM2	0,826	
	SM3	0,908	
	SM4	0,926	
	SM5	0,800	
	SM6	0,896	
	SM7	0,837	
	SM8	0,775	
	SM9	0,723	
Purchase Intention	BI1	0,753	0,658
	BI2	0,839	
	BI3	0,858	
	BI4	0,912	
	BI5	0,899	
	BI6	0,778	
	PI1	0,794	
	PI2	0,829	
	PI3	0,899	
	PI4	0,806	
	PI5	0,865	
	PI6	0,823	
	PI7	0,774	
	PI8	0,684	

Source: Processed Data

Table 1 above's convergent validity test findings show that all indicators passed the test since they all had loading factors that are more than 0.50. Therefore, the study data take precedence in the following phase and the discriminant validity values for these variables are deemed acceptable.

Table 2. Fornell Lacker Criterium

	Ewom	Social Media	Brand Image	Purchase Intention
Ewom	0,851			
Social Media	0,612	0,831		
Brand Image	0,682	0,695	0,842	
Purchase Intention	0,647	0,596	0,671	0,811

Source: Processed Data

Table 2 shows that there is a more grounded connection between the square base of the separated mean fluctuation for each development and the relationship between the builds in the model. It is obvious from the AVE esteem in light of the first table that the assessed model's idea fulfills the necessities for discriminant legitimacy.

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Composite Reliability
1	E-wom	0,923	0,940
2	Social Media	0,950	0,957
3	Brand Image	0,917	0,936
4	Purchase Intention	0,925	0,939

Source: Processed Data

According to the table, each construct ewom, social media, brand image, and buy intention—has a CR value and a CA that is greater than 0.70. Following the minimum necessary value, all constructs have good dependability with the produced value.

**Inner Model (Model Structural)**

Table 4. R-Square Test Results

Variable	R Square	Prediction Model
Brand Image	0,588	Medium
Purchase Intention	0,530	Medium

Source: Processed Data

As per the table, the free idle variable ewom and virtual entertainment essentially affect the brand image, as shown by the model's R-square worth of 0.588. This worth falls under the medium classification, and it tends to be deciphered as implying that 58.8% of the fluctuation in the brand picture build can be represented by the change in the e-ladies and virtual entertainment develops, while the leftover 41.2% made sense of by factors that were not a piece of the examination. While the R-square incentive for the model mimicking the effect on the free dormant factors ewom, virtual entertainment, and brand picture on buy aim is 0.530. This score falls into the medium class, implying that 53% of the variety in the Buy Aim build can be represented by varieties in the e-ladies, online entertainment, and brand picture develops, while the leftover 47% is made sense of by factors irrelevant to the examination.

The outcomes of the bootstrapping can be used to test the study's hypothesis. T-statistics > 1.96, a significance level of p 0.05 (5%), and a positive beta coefficient were the guidelines employed in this investigation, (Ghozali and Latan, 2017).

Table 5. Hypothesis Testing Results

	Original Sample	T Statistics	P Values
H1 Ewom -> Brand Image	0,410	4,116	0,000
H2 Social Media -> Brand Image	0,444	4,912	0,000
H3 Brand Image -> Purchase Intention	0,343	2,627	0,009
H4 Ewom -> Purchase Intention	0,310	2,097	0,037
H5 Social Media -> Purchase Intention	0,168	1,996	0,047
H6 Ewom -> Brand Image -> Purchase Intention	0,141	2,590	0,010
H7 Social Media -> Brand Image -> Purchase Intention	0,152	2,024	0,043

Source: Processed Data

According to its Tstatistic value of 4.116 > 1.96 and P Values 0.000 0.05, the ewom variable has a substantial and favorable effect on brand image. Based on the results of these hypotheses, it is thought that the first hypothesis (H1) is correct. The social media variable's Tstatistic value of 4.912 > 1.96 and P Value of 0.000 < 0.05 demonstrate that it significantly and favorably affects brand image. Based on the results of these hypotheses, it is assumed that the first hypothesis (H2) is correct.

The brand image variable's Tstatistic value of 2.627 > 1.96 and PValues value of 0.009 0.05 demonstrate that it has a favorable and statistically significant impact on purchase intention. Based on the results of these hypotheses, it is determined that the third hypothesis (H3) is correct. This variable has a positive and significant influence on this behavior, as shown by the Tstatistic value of 2.097 > 1.96 and the PValues value of 0.037 0.05 for the ewom variable on Purchase Intention. Using the results of these hypotheses as a foundation, the fourth hypothesis (H4) is adopted.

The fact that the social media variable has a Tstatistic value of 1.996 > 1.96 and a PValues value of 0.0430.05 indicates that it has a positive and significant impact on purchase intention. Based on the results of these hypotheses, it is assumed that the fifth hypothesis (H5) is correct. The ewom variable on Purchase Intention through brand image is positively and strongly linked with this outcome, with a Tstatistic value of 2.590 > 1.96 and a PValues value of 0.010 0.05. Based on the results of these hypotheses, it is determined that the fourth hypothesis (H6) is correct. With a Tstatistic worth of 2.024 > 1.96 and a PValues worth of 0.0430.05, the virtual entertainment variable on Buy Expectation through brand picture decidedly and fundamentally corresponded with this result. The fourth speculation (H7) is acknowledged because of the discoveries of these speculations.

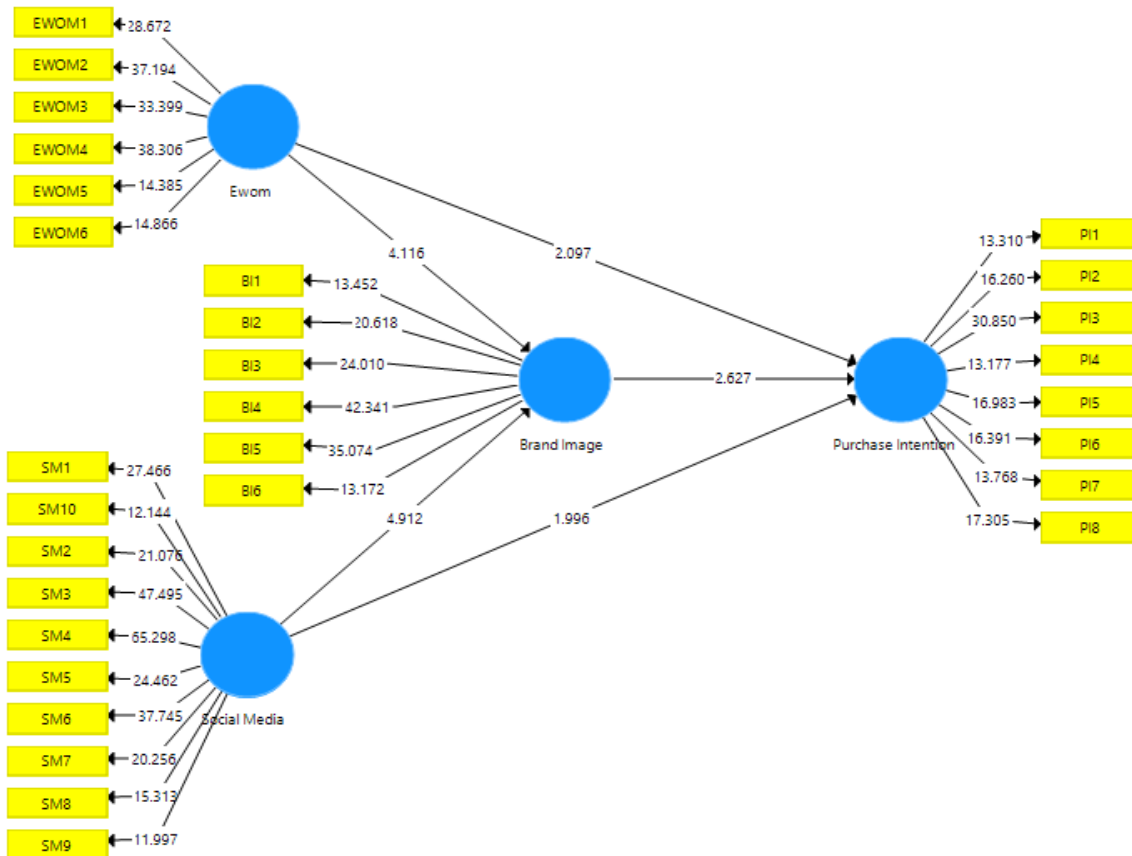


Figure 2 Inner Model Test Results (Tstatistics)

## 5. DISCUSSION

### The Effect of Ewom on Brand Image

Given the discoveries of factual examination, it was resolved that eWOM altogether affects brand picture, i.e., the better eWOM, the better Lazada's image picture will be. These outcomes recommend that e-WOM can impact brand discernment and mentalities among Lazada clients. The more e-WOM an item has, the better its image picture is believed to be. The electronic verbal exchange has formed into one of the critical parts of the computerized promoting blend that adds to the development of a brand picture. Intuitive electronic informal correspondence can essentially affect the brand picture. Jalilvand and Samiei (2012) say that the presence of e-WOM will build the organization's image picture according to customers so this will affect lessening special costs done by the organization. Research by Elseidi and El-Baz (2016), Daswan et al (2019), Khan and Ali (2017), Atika et al (2012), and Jalilvand and Samiei (2012) showed that electronic informal exchange impacts brand picture. These discoveries are steady with the discoveries of the ongoing review.

### The Effect of Social Media on Brand Image

As per the discoveries of measurable examination, virtual entertainment altogether affects brand discernment, in this manner the more grounded web-based entertainment, the better Lazada's view of itself would be. Web-based entertainment is portrayed by Kotler and Keller (2016: 642) as an instrument or technique that clients use to trade data with different clients and organizations or the other way around. Online entertainment helps data handling capacities, trust in the buying decision cycle, and brand-name administration fulfillment (Bulearca and Bulearca, 2010). As indicated by Stall and Matic (2011), web-based entertainment's most noteworthy benefits are its speed and level of collaboration. The discoveries of this study are steady with those of Website design enhancement and Park's (2018) examination, which found that the virtual entertainment movement advantageously affected brand picture. As indicated by research by Fatimah and Prihandono (2020), web-based entertainment affects brand insight.



### **The Effect of Brand Image on Purchase Intention**

As per the discoveries of measurable exploration, brand picture altogether affects purchase aim, demonstrating that the more Lazada's buy aim, the better its image picture will be. These outcomes show that brand picture can impact buy goal since clients are more disposed to procure notable brands with positive brand insights. On the off chance that a positive brand discernment creates, buy aim will likewise develop. Clients are bound to buy explicit brands when they have a positive view of the brand, which recognizes it from contending ones. The discoveries of this study are predictable to those of Farzin and Fattahi's (2018) study, which found a great connection between brand image and buy expectation. As per Jalilvand and Samiei (2012), brand picture impacts customers' goals to purchase. As per Yu et al. (2018), brand picture well affects purchasers' expectations to purchase.

### **The Effect of Ewom on Purchase Intention**

According to the findings of statistical testing, electronic word-of-mouth (eWOM) has a positive and significant impact on purchase intention, which means that eWOM which is more effective will lead to higher buy intention. The study's findings suggest that buyers are more likely to purchase products from Lazada if they spread the favorable word about those products. When there are many favorable reviews of a brand, other buyers are more likely to trust it, which can strongly influence their decision to purchase the product. Consumers are more likely to make purchases when a brand's electronic word-of-mouth is stronger. According to studies conducted by Elseidi and El-Baz (2016), Daswan et al (2019), Khan and Ali (2017), Atika et al (2012), Jalilvand & Samiei (2012), and Kudeshia & Kumar (2016), electronic word of mouth has a favorable and significant impact on purchase intention.

### **The Effect of Social Media on Purchase Intention**

As per the discoveries of measurable examination, web-based entertainment fundamentally affects purchase aim, and that implies that the better virtual entertainment plays out, the higher the probability that a client would buy on Lazada. One of the stages that advertisers as of now utilize much of the time to show shoppers an item is an online entertainment. This web-based entertainment stage is a clever stage for "buyer to shopper" and "business to customer" discussions, and it has huge showcasing suggestions (Kotler and Armstrong, 2016). As per Siswanto (2013), web-based entertainment is the best stage for utilization in the promotion. It is likewise used as a device for intelligent promoting, client care, and relationship-working with current and new clients. The discoveries of this study are predictable from those of Balakrishnan et al(2014's). the study, discovered that web-based entertainment influences how buy aims are framed. The consequences of Jurnia and Rosyad's (2015) examination concerning the association between web-based entertainment publicizing and purchaser purchasing interest uncovered a genuinely critical positive connection between the two.

### **The Effect of E-WOM on Purchase Intention through Brand Image**

As indicated by the discoveries of measurable testing, the brand image had the option to intercede the impact of electronic verbal (e-WOM) on buy aim. This implies that e-WOM fundamentally affected the buy goal through the brand image. As per this information, Lazada's image picture influences both buy expectations and how much good web-based verbal exchange happens (eWOM). The more sure verbal (e-WOM) produced by cheerful Lazada buyers, the better and better brand picture will be made, which may then prompt expanded buy aim for Lazada's labor and products. Consequently, Lazada should further develop a decent brand picture according to buyers, with a decent brand picture, the data about Lazada will likewise be positive. As indicated by Elseidi and El-Baz (2016), Daswan et al (2019), Khan and Ali (2017), Atika et al (2018), and Jalilvand and Samiei (2012), the brand image had the option to intercede the impact of e-wom on buy goal. This shows that the more powerful and ideal e-WOM is utilized, the better and more sure a brand picture will be, which can thus move more prominent buy aim for the labor and products given by advertisers.

### **The Effect of Social Media on Purchase Intention through Brand Image**

As per the discoveries of factual investigation, virtual entertainment altogether affects purchasing expectation through the brand image, demonstrating that brand picture can intercede the effect of web-based entertainment on buy aim. This shows that a brand's picture will improve and turn out to be more certain the more data customers get through web-based entertainment, which can then prompt expanded purchase expectations for the labor and products that advertisers sell. The discoveries of this study are predictable from that of Pramudita and Sitinjak (2021) Through the Brand Picture of online businesses

that customers use, Web-based Entertainment Advertising altogether impacts Buy Aim. The discoveries of this study are likewise steady with research by Rachmy and Ismail (2018), which guarantees that web-based entertainment powerhouses fundamentally affect buy expectations, which is interceded by brand picture.

## 6. CONCLUSION AND SUGGESTIONS

In light of the review's discoveries, one might say that eWOM essentially affects brand discernment, and that implies that superior eWOM will help Lazada's standing. Virtual entertainment essentially affects brand discernment, consequently the more compelling web-based entertainment, the better Lazada's standing. The buy goal is decidedly and altogether affected by the brand picture, in this manner the more Lazada's buy expectation, the better. The more successful eWOM there is, the higher the buy aim will be since eWOM altogether affects purchase expectations. Buy expectation is decidedly and fundamentally impacted by virtual entertainment, consequently the better the online entertainment, the higher the probability of a Lazada buy. Through brand picture and importance, eWOM extensively affects buy aim. A brand's image will be better and more certain the more sure e-WOM is produced, which could increment shopper interest in buying Lazada's labor and products. Through brand picture and significance, virtual entertainment impressively affects buy goals. An improved and positive brand picture will result from additional online entertainment movement, which can thusly prompt expanded buy purpose for Lazada's labor and products.

For the research findings to be applicable globally, it is advised that Lazada consumers be studied across all of Indonesia rather than only in South Tangerang. To make the data more relevant to Lazada, it is also anticipated that it will be possible to use or add additional characteristics that are not currently employed or used in this study, such as Promotion variables, perceptions of quality, service quality, and motivation. study.

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