The Mediating Role of Brand Image in the Relationships between Interactivity, Electronic Word of Mouth (E-WOM), and Purchase Intention among Generation Z

Kadek Masakazu[1]; I Gusti Ngurah Satria Wijaya[2]*;
Gede Suwardika[3]; I Ketut Putu Suniantara[4]

[1]Department of Management, Faculty of Economics and Business, Universitas Terbuka
Banten, Indonesia 15437
[2]Department of Digital Business, Faculty of Business and Vocation, Institut Teknologi dan Bisnis STIKOM Bali
Kota Denpasar, Indonesia 80234
[3]Department of Statistics, Faculty of Mathematics and Natural Sciences, Universitas Terbuka
Banten, Indonesia 15437
[4]Department of Information System, Faculty of Informatics and Computer, Institut Teknologi dan Bisnis STIKOM Bali
Kota Denpasar, Indonesia 80234
[1]kadek.masakazu@ecampus.ut.ac.id; [2]ngurah_satria@stikom-bali.ac.id;
[3]isuwardika@ecampus.ut.ac.id; [4]suniantara@stikom-bali.ac.id

How to Cite: Masakazu, K., Wijaya, I. G. N. S., Suwardika, G., & Suniantara, I. K. P. (2025). The mediating role of brand image in the relationships between interactivity, Electronic Word of Mouth (E-WOM), and purchase intention among Generation Z. *Binus Business Review, 16*(1), 27−38. https://doi.org/10.21512/bbr.v16i1.12080

ABSTRACT

The world is still evolving, and in this era of disruption, everything is based on digital technology. A new phenomenon has emerged in the business world in recent years, namely the bankruptcy of a number of large companies in Indonesia like Giant and the closure of several Carrefour outlets and Matahari Department Store. The research aimed to analyze the effect of interactivity and Electronic Word of Mouth (E-WOM) on the intention to purchase Erigo products with the brand image as a mediating variable on Generation Z in Denpasar City. As the respondents, 208 samples from Denpasar City's Generation Z population were selected using a purposive selection technique. The analysis method used was Structural Equation Modeling (SEM) through Partial Least Squares (PLS-SEM). As a result, Generation Z in Denpasar City is positively and significantly influenced by brand image, E-WOM, and interactivity when it comes to their intention to buy Erigo fashion items. When it comes to the purchase intention for Erigo products, brand image has the ability to mediate the impact of TikTok interactivity and E-WOM. The managerial implications include the need for Erigo management to focus on the factors influencing potential customers' decisions to purchase Erigo products, specifically interactivity, E-WOM, and brand image.

Keywords: brand image, interactivity, Electronic Word of Mouth (E-WOM), purchase intention, Generation Z

INTRODUCTION

The world is still transforming and changing. In the contemporary disruptive period, everything is digital. Digitalization has affected all aspects of daily life for humans, including using cell phones and the Internet. It is very challenging for humans to distinguish between the post-COVID-19 pandemic and the era of the Industrial Revolution 4.0. Smartphones have become increasingly sophisticated when paired with Internet connectivity, surpassing their traditional role as a simple means of communication due to the rapid growth of technology. The world's order of things has altered, including the economic system. Nowadays, everyone may purchase and sell the goods and services they own with a smartphone and an Internet

connection (Petcharat & Leelasantitham, 2021).

In recent years, new economic phenomena have emerged, including the bankruptcy of significant Indonesian companies like the enormous Giant and the closing of multiple Carrefour locations and the Matahari Department Store. These occurrences all point to disruption, an innovation that replace all of the outdated techniques with a brand-new framework. The potential for disruption also includes the replacement of established businesspeople with new ones, as well as the replacement of antiquated, physical technology with more advanced and digital technology that produces goods more quickly, more usefully, effectively, and efficiently. Naturally, this upheaval poses a challenge to established or senior firm executives (Andini & Suryana, 2023).

Consumer behavior can have an impact on a variety of company aspects in the post-pandemic and disruption age, particularly when it comes to consumer purchase decisions. The emergence of consumer purchasing intentions is one of the steps preceding a purchase decision. Customer purchase intention is the process by which customers purchase a good or service based on various factors, or the stage in which they make their selections among multiple brands that are included among the options and then settle on the option they prefer most. Customer purchase intention refers to a behavior exhibited by consumers who wish to select, utilize, and/or consume a product that is being given. The Stimulus Organism Response (SOR) theory is the primary theory that determines the prediction of human behavior from a social psychology perspective. It is reviewed to ascertain which elements influence purchasing intentions. Early SOR theory models are based on input-output models, which presuppose that people behave rationally. Stimuli can be thought of as influences that excite an individual. They are defined in the standard SOR paradigm as factors that affect an individual's internal state. Nevertheless, the term "organism" describes the internal mechanisms and processes that stand between a person's final action, reaction, or response and external inputs. The processes and structures of this intervention include thinking, emotions, perceptual, and physiological activity. Additionally, the SOR model's reactions reflect customers (Suparno, 2020).

In the post-pandemic and disruptive era, information technology use is unavoidable and has a significant impact on consumer behavior. The rise and expansion of information technology application systems and the replacement of traditional forms of entrepreneurship with start-ups precede the pandemic and are sparked by the disruptive era (Sefudin & Darwin, 2020). Using social media is one way that technology and information are used nowadays. With its unparalleled capacity to establish a brand, social media marketing is among the fastest-growing marketing channels (Zarei et al., 2022). Marketing strategies in practically every industry are moving toward social media marketing for external advertising, customer relationship management, internal staff communications, and promotional activities as they grow more useful and essential for business turnaround (Malarvizhi et al., 2022). With social media, brand managers have an abundance of options to post and distribute content about their companies in the form of messages, photos, videos, and more (Aljumah et al., 2021). A brand's digital prominence can be increased by the use of social media marketing as a standalone tactic, a pillar of a more comprehensive marketing plan, or a reliable marketing avenue and communications (Malarvizhi et al., 2022).

Examining how a brand's social media marketing efforts affect customer reactions is crucial, given the growing significance of social media marketing (Park et al., 2020). Social media is a valuable tool for reaching consumers and developing personal connections with them when utilized wisely for marketing initiatives (Dwivedi et al., 2021). Social Media Marketing Activities (SMMA) are described by Kim and Ko (2012) in Khan (2022) as two-way communication that aims to establish empathy with younger users and even imposes familiar feelings connected to the business. Twitter (a microblogging platform), Facebook, Instagram, YouTube, and additional social media networks are frequently employed by marketers to promote their products and engage with both current and potential customers (Nijssen & Ordanini, 2020). These platforms are crucial to the development of Internet communities for brands, which are primarily divided into two categories: (a) communities established by businesses and (b) communities started by customers. Through sharing knowledge and ideas, SMMA gives marketers a chance to lessen bias and misinterpretation of companies while enhancing brand value (Ibrahim, 2022). According to Khan (2022), SMMA is made up of elements that are also standardized in other studies, such as Word-of-Mouth (WOM) attributes, trends, entertainment, interactivity, and personalization. Based on previous theories and research, the concept of SMMA, especially the Electronic WOM (E-WOM) and interactivity variables based on the SOR theory, is re-examined.

Brand image is shaped by data and interactions with the brand. It is a depiction of the overall perception of the brand. According to Setiadi (2003) in Putri and Nilowardono (2021), attitudes about a brand, such as beliefs and preferences, are associated with its image. A brand's favorable perception increases the likelihood that a customer will purchase. According to Biel (1991) in Lee et al. (2019), the elements of this brand association help to create a brand image, which is the perception or emotion that consumers identify with a brand. It is discovered by Aaker (1991) in Lee et al. (2019) that brand image provides a number of advantages to customers, including aiding in the processing or retrieval of information, differentiating the brand, fostering favorable attitudes or feelings among consumers, and producing motives to buy the brand.

One of the aspects of brand equity mentioned

is brand association. These assertions suggest that greater brand equity will come from a strong brand image or association. Additionally, brand associations serve as a foundation for both brand loyalty and purchase decisions (Lee et al., 2019).

In the wake of the disruption caused by social media marketing, the research will help a firm's managers make recommendations for what to sell clients who show interest in a product and become aware of a brand as a result of these activities. Some recent research findings support the research. Consumers and sellers interact through SMMA, independent of time, place, or media, resulting in consideration and enthusiasm that is devoted to the seller (Khan, 2022). According to Hewei (2022), using a smartphone application for short videos has a positive impact on the decision to buy. Moreover, interactive gaming advertisements have a favorable impact on the customer's moment of purchase (Hussain et al., 2023). In contrast, according to Qin et al. (2023), live streaming mode (interactivity) negatively affects the customer's moment of purchase. When users complete complex activities, interaction lowers the cognitive load needed to complete the task, which enhances the quality of user decisions (Tang, 2020). Interactivity, however, exacerbates the mismatch between available cognitive resources and what is required when customers do simple activities, which lowers the quality of their decisions. Thus, the researchers have put out the following hypotheses.

H1: Interactivity has a positive effect on brand image,

H2: Interactivity has a positive effect on purchase intention.

E-WOM is a type of communication that emerged from WOM, which is the sharing of information online by customers about their experiences with a product or service, whether they are positive or negative. A positive piece of advice has the potential to stimulate consumer interest in purchases, but a negative piece of advice will not do so. According to Armawan et al. (2023) and Rahman et al. (2020), E-WOM affects consumers' intentions to make online purchases. Meanwhile, previous research claims that E-WOM credibility has an insignificant impact on purchase intention (Mehyar et al., 2020). According to Zulkarnain and Abdul (2021), WOM has no discernible impact on decisions to repurchase. Consequently, the researchers formulate these hypotheses.

H3: E-WOM has a positive effect on brand image,

H4: E-WOM has a positive effect on purchase intention.

Consumer perception of a brand, or brand image, is represented in the brand connections that are committed to memory. Brand perception has a favorable and substantial influence on purchase intention, based on Lee et al. (2019) and Guha et al. (2021). Conversely, according to Febriyantoro (2020), purchasing intentions are unaffected by brand image. Based on the explanation, the following hypothesis can be developed.

H5: Brand image has a positive influence on purchase intention.

Customers can benefit from a business's positive or good image. Conversely, a negative brand image will have an indirect effect on customers and probably make them less inclined to make a purchase. Brand image has the ability to moderate the impact of social media marketing, which involves engagement and communication in transactions on purchase intentions, based on Savitri et al. (2022) and Armawan et al. (2023). The reason allows for the development of the following hypothesis.

H6: Brand image has the ability to mediate the impact of interactivity on purchase intentions.

In general, things that receive more positive ratings sell better. Given that 90% of consumers agree E-WOM have an impact on their purchase decisions, they also perceive E-WOM and customer testimonials as being very important. The most authentic approach for consumers to tell others about their brand experiences is through E-WOM (Al Dmour et al., 2021). According to Al Dmour et al. (2021), the brand image completely mediates the influence of E-WOM on purchase intentions in Jordan's telecommunications industry. Additionally, brand image has the ability to moderate the effect of E-WOM considerably on Xiaomi smartphone purchase intentions (Yohana et al., 2020). Hence, the next hypothesis is as follows.

H7: Brand image has the ability to mediate the impact of E-WOM on purchase intentions.

The research analyzes the effects of interactivity and E-WOM on purchase intentions in Denpasar City's Generation Z using a brand image as a mediating variable. Denpasar had the highest Indonesian Digital Society Index in 2022 in Indonesia (Dinas Komunikasi, Informatika dan Statistik Kota Denpasar, 2022). The research is be conducted based on the background of the problem mentioned, the theoretical underpinnings, previous research, and the formation of a product's brand image through social media marketing, which is previously done conventionally. Traders or businesses offering Erigo brand clothing on TikTok social media platforms will be the focus of the research. Erigo is a local Indonesian fashion brand that is popular on TikTok and has reached international audiences.

METHODS

The population of Generation Z in Denpasar

City provides the source of the data. The respondents are found using a purposive sampling approach. This sampling technique chooses a sample while accounting for particular criteria. The criteria applied are as follows: being Generation Z of Denpasar City, having used TikTok before, and having made clothing purchases on TikTok. The number of respondents used is 208 respondents. The number of samples used refers to the opinion of Pratama et al. (2023), namely the number of parameters or indicators multiplied by 5−10.

The data collection procedure is done by distributing questionnaires to respondents online. The questionnaire is created using a Google Form and distributed online via the links. This method is used to increase cost and time efficiency.

SEM-PLS data analysis methods are applied in the research. Structural Equation Modeling (SEM) approaches are used for hypothesis testing with Partial Least Squares (PLS-SEM) and SmartPLS 3 software. The number of samples is restricted, and normally distributed data are not needed for use in PLS-SEM. Then, a goodness of fit is not necessary to carry out parameter estimations right away (Boubker & Douayri, 2020). These techniques are widely used in management and marketing research to look at the relationships between latent components' causes and effects. This method works incredibly well when estimating causal linkages in theoretical models based on actual data.

RESULTS AND DISCUSSION

The research participants are Denpasar City's Generation Z. There are 208 responses to the survey. The researchers collect data by using Google Forms to distribute online questionnaires. The responders from Generation Z already have an account on TikTok and have made purchases there. The profile for the questionnaire filler is explained according to gender, age, and product knowledge with Erigo. Table 1 (see Appendices) displays specifics on the responders' profiles. The dominant number of respondents is female and Generation Z aged 21−23 years. Most of them are familiar with the Erigo brand fashion.

The following are the findings from testing the validity and reliability of the research questionnaire. The tests measure all the variables in the research using questionnaires that are given to respondents. The respondents can make statements based on their feelings and experiences, so the questionnaire must be genuine and reliable. Before discussing the outcomes of the model evaluation, the researchers provide an explanation of the indicators used in this test. Table 2 (see Appendices) displays the indicators by Savitri et al. (2022).

The validity test has a sample of 50, so the r-table value (5–2; 0.05)=0.284, which will be compared with the calculated r-value. If the calculated r is greater than the r-table, it can be said that the measuring instrument used is valid (Syafiq et al., 2022). The validation test results can be seen in Table 3 (see Appendices), where all statements from the variables tested in the questionnaire show valid values.

Table 4 (see Appendices) displays the results of the reliability test computation using Cronbach's alpha method (r-count). In light of this, it may be concluded that Cronbach's alpha outputs for 50 data are from 19 questions. The data can be classified as reliable or unreliable depending on if the computed r-count is bigger than the r-table of 5%. The computation results display the r-count compared to the r-table (5%, specifically 0.4555). The values indicate that the r-count is bigger than the r-table of 5%, indicating the consistency and reliability of the data.

The standards for the outer model assessed in the SmartPLS 3 data analysis method are the interaction between indicators and their constructs. The loading factor and AVE values demonstrate convergent validity. Conversely, discriminant validity is demonstrated by the cross-loading between the indicators and the construct. Then, reliability testing is demonstrated by the composite reliability and Cronbach's alpha values. These criteria are used in the data analysis technique utilizing SmartPLS 3 (Savitri et al., 2022). Table 5 (see Appendices) demonstrates that the loading factor values of each indicator for each test variable exceed the value of the heuristic (>0.70). Similarly, the AVE value for each variable is greater than the standard recommendation (>0.50). Based on the outcomes of the composite reliability reliability test and Cronbach's alpha values, it can yield values greater than the default worth of more than 0.70. So, it can be concluded that the measurement of the outer model based on convergent validity and the model reliability test shows a valid and reliable model.

Evidence of the discriminant validity of the tested indicators is provided by the cross-loading between the indicators and their constructs. It is evident from Table 6 (see Appendices) that the brand image construct has a stronger link with its indicators than the other constructs. It is likewise true for other structures that have corresponding indicators. It demonstrates how the latent construct outpredicts other constructions' indicators in their blocks.

Next, the R-square is used to evaluate the inner model for the dependent construct. The significance value is obtained through bootstrapping with a significant threshold of 5%. These are the standards for assessing the inner model (structural model) with SEM-PLS. Figure 1 and Table 7 (see Appendices) present the results of applying the bootstrapping approach to the structural or inner model to assess the research hypothesis.

The outer loading value and path coefficient in Figure 1 indicate results of the outer model. The outer loading number, which is higher than 0.7, shows that all indicators are valid. The positive coefficient value shows that impacts of all variable are positive. The model indicates that brand image, E-WOM, and interactivity all adequately describe purchase intention.
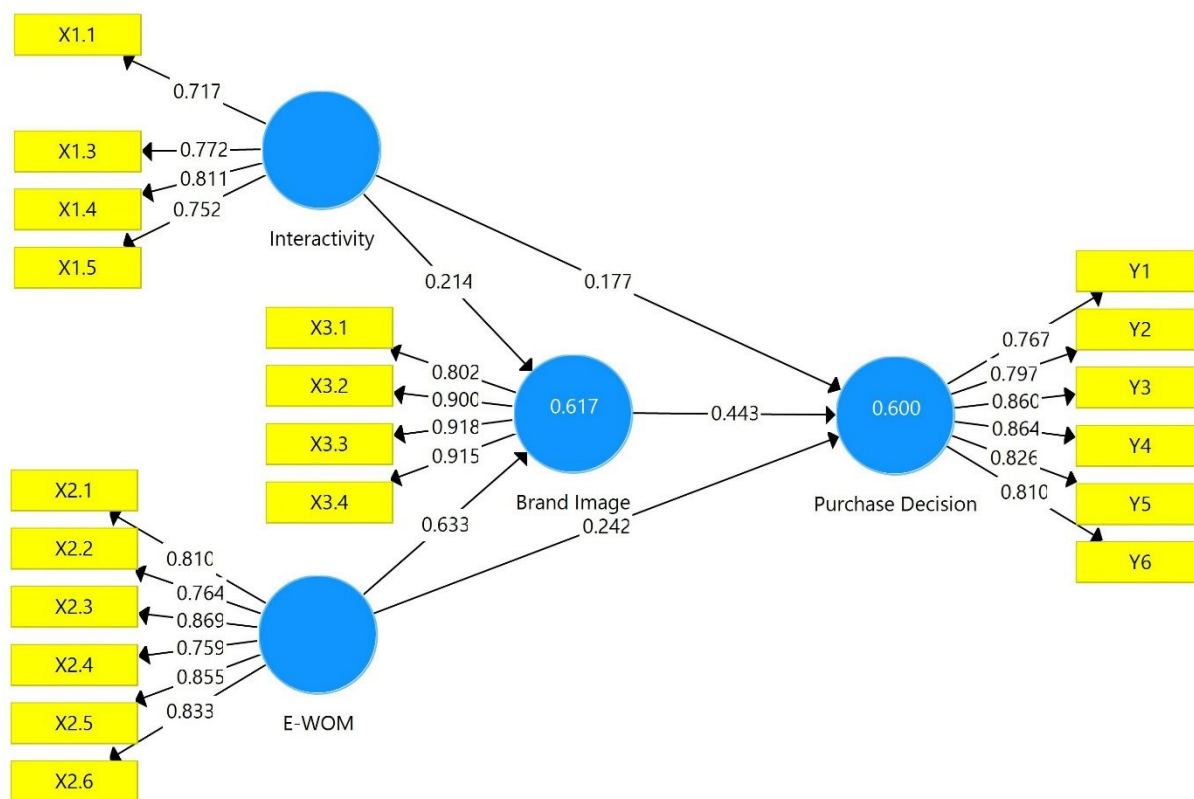
Figure 1 Measurement of the Inner Model

The structural or inner model is assessed by examining the percentage of variance explained or the R-square value for the dependent latent component. Based on Anshori et al. (2022), the R-square thumb rule is a value of 0.75 for strong, 0.50 for moderate, and 0.25 for weak. The interactivity, E-WOM, and brand image in the model account for 60% of the changeability in purchase intention. It is indicated by the R-square of the purchase intention construct, which is worth 0.6. The test analysis results put the construct in the moderate model category (Table 7 (see Appendices)).

From Table 8 (see Appendices), the path coefficient results show the influence of interactivity, E-WOM, and brand image on purchase intention. Interactivity, E-WOM, and brand image have a straight forward favorable and significant influence on purchase intention, with smaller significance than the alpha level. Similarly, interactivity and brand image have a straight forward favorable and significant influence on brand image, with smaller significance than the alpha level of 5%. From these results, H1 to H5 are accepted.

With a significance value of 0.021 (smaller than the alpha level of 5%), interactivity has a favorable and significant indirect influence on purchase intention as mediated by brand image. The results are shown in Table 9 (see Appendices). Similarly, through brand image as a mediator, E-WOM has a favorable and significant indirect effect on purchase intention, with a significance worth of 0.000 at the 5% alpha level. From these results, H6 to H7 are accepted.

The hypothesis test results for the relationship between brand image and Generation Z's purchase intention of Erigo products in Denpasar City via TikTok show a direct, favorable, and significant influence. These results align with research by Lee et al. (2019) and Guha et al. (2021). Indicators like affinity (emotional connection), brand strength or reputation, brand excellence, and brand distinctiveness support the brand image variable.

In the association between Tiktok interactivity and Erigo product brand image, it shows that Tiktok interactivity significantly and directly improve Erigo image. The finding are consistent with Kim and Ko (2012). The interactions between consumers and brands through SMMA, independent of time, place, or media, lead to amicable attention and brand excitement.

The research findings regarding the relationship between TikTok interactivity and Generation Z's purchase intention of Erigo products in Denpasar City imply a direct, favorable, and significant effect. These findings are consistent with previous studies by Hewei (2022), Herrando et al. (2023), and Alsoud et al. (2022). Indicators for interactivity include how well

it gathers visitor comments, how well it encourages visitors to provide feedback, how well it provides visitors with the chance to re-engage, and how well it facilitates two-way contact between visitors and social media.

According to the research findings, there is a direct, positive, and substantial association between the purchase intention of Generation Z in Denpasar City to acquire Erigo products and E-WOM. These results align with Armawan et al. (2023) and Rahman et al. (2020), suggesting a substantial impact of E-WOM on purchase intentions. The E-WOM is supported by indicators such as having access to product information, interacting with other users, offering more brand-name product reviews from social media users, having positive remarks from users of social media, providing recommendations or suggestions about other users' brands, and showing the accuracy and reasonableness of the information provided for a product.

Similarly, the findings on the correlation between E-WOM and the brand image of Erigo products indicate a direct, favorable, and noteworthy effect. These results align with research by Armawan et al. (2023) and Rahman et al. (2020) that E-WOM significantly and favorably affects brand image. This result proves that positive E-WOM can increase the Erigo image to a large extent. Then, there is an indirect relationship between E-WOM and purchase intention.

The brand image of Erigo acts as a mediator with positive and significant indirect impacts of TikTok interactivity and E-WOM on Generation Z's purchase intention in Denpasar City. The direct relationship between TikTok interactivity and E-WOM and the purchase intention for Erigo products indicates a significant relationship. The indirect relationship through brand image also demonstrates a significant relationship, making the mediation of brand image partial.

CONCLUSIONS

The research aims is to look into how purchase intentions in Denpasar City's Generation Z are influenced by SMMA, specifically interactivity and E-WOM, with brand image serving as a mediating factor. Based on quantitative analysis, it can be concluded that, partially, Generation Z in Denpasar City has a favorable and significant intention to buy Erigo fashion products due to interactivity, E-WOM, and brand image. The impact of TikTok interactivity and E-WOM on purchase intentions for Erigo items can be mitigated by brand image.

The managerial implications include the necessity for Erigo management to focus on the factors that influence potential customers' decisions to purchase Erigo products, specifically interactivity, E-WOM, and brand image. Indicators for interactivity include how well it gathers visitor comments, how well it encourages visitors to provide feedback, how well it provides visitors with the chance to re-engage, and how well it facilitates two-way contact between visitors and social media. The E-WOM is bolstered by indicators such as availability of product information, user interaction, availability of additional product reviews authored by social media users, positive remarks from social media users, and recommendations or suggestions regarding a product brand by other users, and the information's quality as well as a product's appropriate price.

The research limitation is that it only takes samples from Generation Z in Denpasar City. When considering other districts in Bali, this restriction runs into problems. As well known, Denpasar, the provincial capital of Bali, has advanced significantly more than other Bali districts. The Denpasar community has the highest degree of technological adoption. The second challenge is the time and expense of doing research in other major Indonesian cities. In the future, the researchers can conduct further research to observe the phenomenon of fashion product brands that have stable sales performance, create loyal consumers, and expand the reach of the population used next. In the future, it can give assessment data to the management of fashion companies about what influences consumers' intentions to make purchases through social media platforms. Future studies can examine different social media platforms used as research objects and broaden the demographic and geographic reach of the population used to enhance study findings and scientific validity.

ACKNOWLEDGEMENT

REFERENCES

Al Dmour, H., Aloqaily, A., Al Qaimari, R., & Al Hassan, M. (2021). The effect of the electronic word of mouth on purchase intention via the brand image as a mediating factor: An empirical study. *International Journal of Networking and Virtual Organisations*, *24*(2), 182–199. https://doi.org/10.1504/ijnvo.2021.10037256

Aljumah, A., Nuseir, M. T., & Alshurideh, M. T. (2021). The impact of social media marketing communications on consumer response during the COVID-19: Does the brand equity of a university matter? In M.T. Alshurideh, A. E. Hassanien, & R. Masa'deh (Eds.), *The effect of Coronavirus Disease (COVID-19) on business intelligence* (Vol. 334, pp. 367–384). Springer. https://doi.org/10.1007/978-3-030-67151-8_21

Alsoud, M., Al-Muani, L., & Alkhazali, Z. (2022). Digital platform interactivity and Jordanian social commerce purchase intention. *International Journal*

of Data and Network Science, *6*, 285–294. https:// doi.org/10.5267/j.ijdns.2022.1.009

Andini, S., & Suryana, F. (2023). *Digital entrepreneurship 4.0*. CV. Mitra Cendekia Media.

Anshori, A. S., Mukhsin, M., Suhendra, I., & Haryadi, D. (2022). Accuracy of compensation and competency improvement in improving performance, knowledge sharing as an intervening variable. *Enrichment: Journal of Management*, *12*(3), 2201–2209.

Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from Black Sweet Coffee Shop. *International Journal of Data and Network Science*, *7*, 141–152. https://doi. org/10.5267/j.ijdns.2022.11.008

Boubker, O., & Douayri, K. (2020). Dataset on the relationship between consumer satisfaction, brand attitude, brand preference and purchase intentions of dairy product: The case of the Laayoune-Sakia El Hamra region in Morocco. *Data in Brief*, *32*, 1–7. https://doi.org/10.1016/j.dib.2020.106172

Dinas Komunikasi, Informatika dan Statistik Kota Denpasar. (2022, December 20). *Denpasar raih nilai tertinggi indek masyarakat digital Indonesia*. https:// www.kominfostatistik.denpasarkota.go.id/berita/ denpasar-raih-nilai-tertinggi-indek-masyarakat-digital-indonesia

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*, 1–37. https://doi.org/10.1016/j. ijinfomgt.2020.102168

Febriyantoro, M. T. (2020). Exploring YouTube marketing communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, *7*(1), 1–17. https:// doi.org/10.1080/23311975.2020.1787733

Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: A study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, *23*(2), 339–364. https://doi.org/10.1108/JRME-07-2020-0097

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M. J., Asakawa, K., & Yana, K. (2023). Emotional responses in online social interactions: The mediating role of flow. *Asia Pacific Journal of Marketing and Logistics*, *35*(7), 1599–1617. https:// doi.org/10.1108/APJML-02-2022-0091

Hewei, T. (2022). Factors affecting clothing purchase intention in mobile short video app: Mediation of perceived value and immersion experience. *PLoS ONE*, *17*(9), 1–18. https://doi.org/10.1371/journal. pone.0273968

Hussain, M., Islam, T., & Rehman, S. U. (2023). What you

see is what you get: Assessing in-game advertising effectiveness. *Journal of Research in Interactive Marketing*, *17*(4), 527–543. https://doi.org/10.1108/ JRIM-03-2022-0087

Ibrahim, B. (2022). Social media marketing activities and brand loyalty: A meta-analysis examination. *Journal of Promotion Management*, *28*(1), 60–90. https:// doi.org/10.1080/10496491.2021.1955080

Khan, I. (2022). Do brands' social media marketing activities matter? A moderation analysis. *Journal of Retailing and Consumer Services*, *64*. https://doi. org/10.1016/j.jretconser.2021.102794

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480–1486. https://doi. org/10.1016/j.jbusres.2011.10.014

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, *3*(3), 161–178. https://doi.org/10.1108/prr-11-2018-0031

Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, *8*(8), 1–13. https://doi.org/10.1016/j.heliyon.2022. e10145

Mehyar, H., Saeed, M., Baroom, H., Al-Ja'afreh, A., & Al-Adaileh, R. (2020). The impact of electronic word of mouth on consumers purchasing intention. *Journal of Theoretical and Applied Information Technology*, *98*(02), 183–193.

Nijssen, E. J., & Ordanini, A. (2020). How important is alignment of social media use and R&D–Marketing cooperation for innovation success? *Journal of Business Research*, *116*, 1–12. https://doi. org/10.1016/j.jbusres.2020.04.056

Park, M., Im, H., & Kim, H. Y. (2020). "You are too friendly!" The negative effects of social media marketing on value perceptions of luxury fashion brands. *Journal of Business Research*, *117*, 529–542. https://doi.org/10.1016/j.jbusres.2018.07.026

Petcharat, T., & Leelasantitham, A. (2021). A retentive consumer behavior assessment model of the online purchase decision-making process. *Heliyon*, *7*(10), 1–18. https://doi.org/10.1016/j.heliyon.2021.e08169

Pratama, A. A. N., Hamidi, M. L., & Cahyono, E. (2023). The effect of halal brand awareness on purchase intention in indonesia: The mediating role of attitude. *Cogent Business & Management*, *10*(1), 1–18. https://doi.or g/10.1080/23311975.2023.2168510

Putri, S. W. D. G., & Nilowardono, S. (2021). The influence of brand image, service quality, and social media marketing on purchase decision at restaurant Navy Seals Surabaya. *Quantitative Economics and Management Studies*, *2*(4), 251–260. https://doi.

org/10.35877/454RI.qems322

Qin, C., Zeng, X., Liang, S., & Zhang, K. (2023). Do live streaming and online consumer reviews jointly affect purchase intention? *Sustainability*, *15*(8), 1–19. https://doi.org/10.3390/su15086992

Rahman, M. A., Abir, T., Yazdani, D. M. N., Hamid, A. B. A., & Al Mamun, A. (2020). Brand image, eWOM, trust and online purchase intention of digital products among Malaysian consumers. *Journal of Xi'an University of Architecture & Technology, XII*(III), 4935–4946.

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, *6*, 185–192. https://doi.org/10.5267/j.ijdns.2021.9.009

Sefudin, A., & Darwin, M. (2020). Perbandingan teori disrupsi pada marketing di era Industri 4.0 menurut Hermawan Kartajaya dan Rhenald Kasali. *KOMITMEN: Jurnal Ilmiah Manajemen, 1*(2), 25–39. https://doi.org/10.15575/jim.v1i2.10315

Suparno, C. (2020). Online purchase intention of halal cosmetics: S-O-R framework application. *Journal of Islamic Marketing*, *12*(9), 1665–1681. https://doi.org/10.1108/JIMA-09-2019-0192

Syafiq, M., Sirojuzilam, Badaruddin, & Purwoko, A. (2022). The influences of accessibility, information technology and social capital on coastal development in Indonesia: The mediating role of port development. *Ocean & Coastal Management*, *223*. https://doi.org/10.1016/j.ocecoaman.2022.106156

Tang, F. (2020). The more interactivity the better? Investigating interactivity, task complexity, and product knowledge in online purchase decisions. *Information Technology and Management*, *21*, 179–189. https://doi.org/10.1007/s10799-020-00316-2

Yohana, N. K. Y., Dewi, K. A. P., & Giantari, I. G. A. K. (2020). The role of brand image mediates the effect of Electronic Word of Mouth (E-WOM) on purchase intention. *American Journal of Humanities and Social Sciences Research, 1*, 215–220.

Zarei, A., Farjoo, H., & Bagheri Garabollagh, H. (2022). How Social Media Marketing Activities (SMMAs) and brand equity affect the customer's response: Does overall flow moderate it? *Journal of Internet Commerce*, *21*(2), 160–182. https://doi.org/10.1080/15332861.2021.1955461

Zulkarnain, M., & Abdul, L. (2021). Kualitas produk, servicescape dan word of mouth serta pengaruhnya terhadap keputusan pembelian ulang. *Business Innovation and Entrepreneurship Journal*, *3*(1), 38–44.

APPENDICES

Table 1 Respondents' Profile

Characteristic	Category	Total
Gender	Male	45
	Female	163
	17–20 years	65
Age	21–23 years	94
	24–27 years	49
Erigo Product Introduction	Already	158
	Not Yet	50

Table 2 Variables and Indicators Used in Research

Variable	Code	Indicators
Interactivity	X1.1	Effectiveness in collecting visitor feedback
	X1.2	Social media wants to hear my voice.
	X1.3	Encourage visitors to offer feedback.
	X1.4	Give visitors the opportunity to talk back.
	X1.5	Facilitate two-way communication between visitors and social media
Electronic Word of Mouth (E-WOM)	X2.1	Access to product information
	X2.2	Interact with other users
	X2.3	Provide more reviews of a product with a brand written by users of social networking sites
	X2.4	Positive comments from social media users
	X2.5	Recommendations or suggestions about the brand of other users' products
	X2.6	Quality of information and price suitability on a product
Brand Image	X3.1	Affinity (emotional connection)
	X3.2	Brand strength/reputation
	X3.3	Brand superiority
	X3.4	Brand uniqueness
Purchase Intention	Y1	Life needs initiatives
	Y2	Buy this product in the future
	Y3	Buy the product I use instead of others
	Y4	Recommend others to buy this product/brand
	Y5	Consider a brand of a product in the future
	Y6	Consider a trusted seller

Table 3 The Outcomes of the Validity Test

Statements	R-Count	R-Table	Information
X1.1	0.791	0.284	Valid
X1.2	0.798	0.284	Valid
X1.3	0.797	0.284	Valid
X1.4	0.772	0.284	Valid
X1.5	0.657	0.284	Valid
X2.1	0.834	0.284	Valid
X2.2	0.827	0.284	Valid
X2.3	0.877	0.284	Valid
X2.4	0.790	0.284	Valid
X2.5	0.822	0.284	Valid
X2.6	0.879	0.284	Valid
X3.1	0.813	0.284	Valid
X3.2	0.898	0.284	Valid
X3.3	0.916	0.284	Valid
X3.4	0.855	0.284	Valid
Y1	0.742	0.284	Valid
Y2	0.824	0.284	Valid
Y3	0.926	0.284	Valid
Y4	0.885	0.284	Valid
Y5	0.858	0.284	Valid
Y6	0.854	0.284	Valid

Table 4 The Outcomes of the Reliability Test

Variables	Cronbach's Alpha	N of Items
Interactivity	0.818	5
Electronic Word of Mouth (E-WOM)	0.914	6
Brand Image	0.882	4
Purchase Intention	0.922	6

Table 5 Results of Loading Factor, Average Variance Extracted (AVE),
Cronbach's Alpha, and Composite Reliability

Variable	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Interactivity	X1.1	0.717	0.762	0.848	0.583
	X1.3	0.772			
	X1.4	0.811			
	X1.5	0.752			
Electronic Word of Mouth (E-WOM)	X2.1	0.810	0.899	0.923	0.666
	X2.2	0.764			
	X2.3	0.869			
	X2.4	0.759			
	X2.5	0.855			
	X2.6	0.833			
Brand Image	X3.1	0.802	0.907	0.935	0.783
	X3.2	0.900			
	X3.3	0.918			
	X3.4	0.915			
Purchase Intention	Y1	0.767	0.903	0.925	0.675
	Y2	0.797			
	Y3	0.860			
	Y4	0.864			
	Y5	0.826			
	Y6	0.810			

Table 6 Results of Cross-Loading from Fornell-Lacker Criterion

	Brand Image	E-WOM	Interactivity
Brand Image	0.885		
Electronic Word of Mouth (E-WOM)	0.767	0.816	
Interactivity	0.611	0.627	0.764

Table 7 Results of R-Square

	R-Square	R-Square Adjusted
Brand Image	0.617	0.613
Purchase Intention	0.600	0.594

Table 8 Results of Hypothesis, Path Coefficients (Direct Effect),
T-Statistics, and P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values	Result
Brand Image → Purchase Intention	0.443	0.439	0.099	4.496	0.000	Supported
E-WOM → Brand Image	0.633	0.629	0.071	8.878	0.000	Supported
E-WOM → Intention	0.242	0.244	0.102	2.363	0.019	Supported
Interactivity → Brand Image	0.214	0.219	0.074	2.876	0.004	Supported
Interactivity → Purchase Intention	0.177	0.179	0.060	2.924	0.004	Supported

Note: Electronic Word of Mouth (E-WOM)

Table 9 Results of Hypothesis, Path Coefficients (Direct, Indirect, and Total Effect),
T-Statistics, and P-Values

Exogenous	Path Coefficient			P-Values		Result	
	Direct	Indirect	Total	Direct	Indirect	Direct	Indirect
Brand Image → Purchase Intention	0.443			0.000		Supported	
Interactivity → Brand Image	0.214			0.004		Supported	
Interactivity → Purchase Intention	0.177	0.095	0.272	0.004	0.021	Supported	Supported
E-WOM → Brand Image	0.633			0		Supported	
E-WOM → Purchase Intention	0.242	0.281	0.523	0.019	0.000	Supported	Supported

Note: Electronic Word of Mouth (E-WOM)