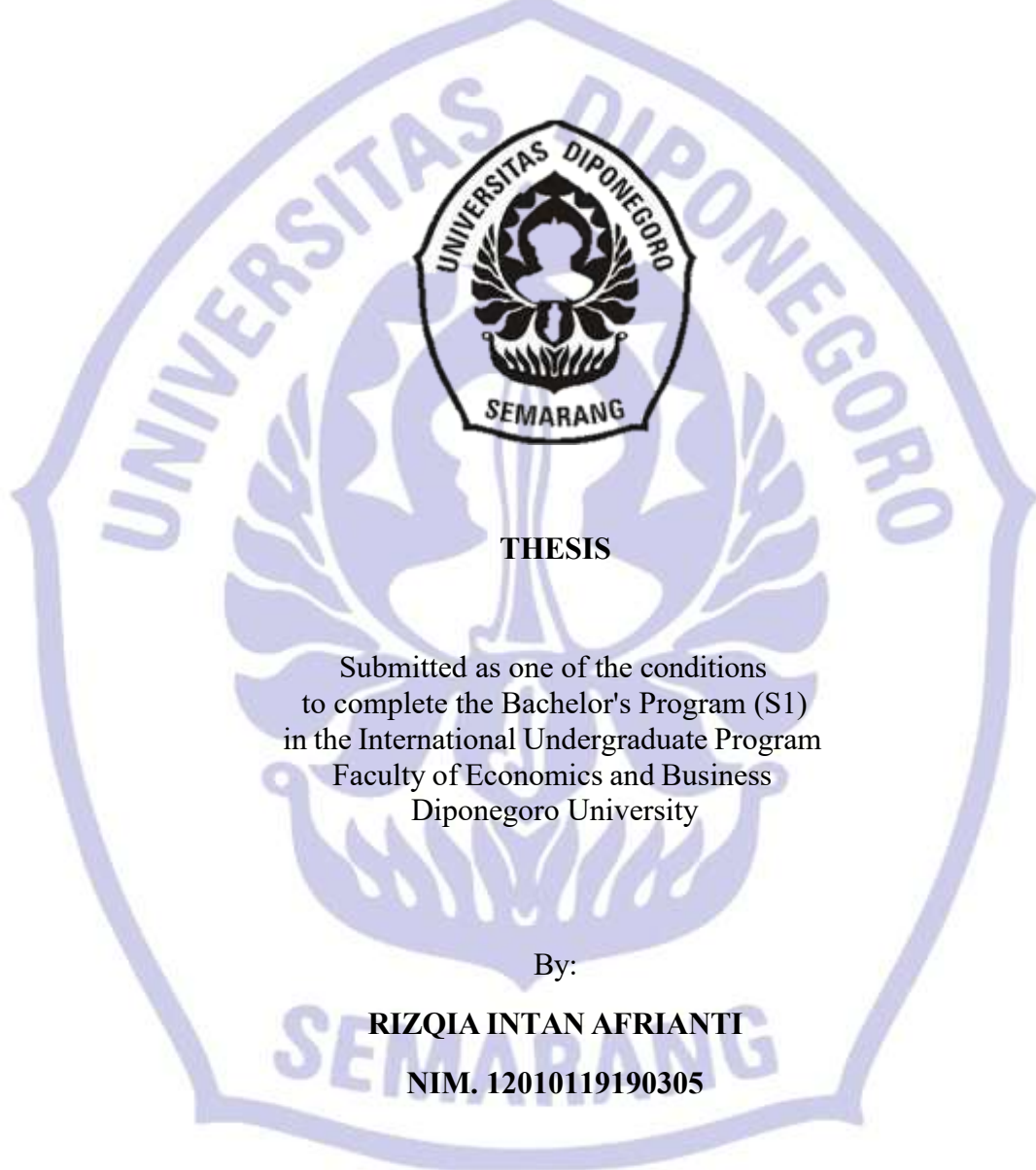


**THE INFLUENCE OF E-WOM, PERCEIVED  
QUALITY AND PRICE ON PURCHASE DECISIONS  
WITH BRAND IMAGE AS AN INTERVENING  
VARIABLE**

**(Study on The Body Shop Consumers in Semarang City)**



**THESIS**

Submitted as one of the conditions  
to complete the Bachelor's Program (S1)  
in the International Undergraduate Program  
Faculty of Economics and Business  
Diponegoro University

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## THESIS ORIGINALITY STATEMENT

I, the undersigned, Rizqia Intan Afrianti, declare that this thesis entitled "The Influence of E-WOM, Perceived Quality, and Price on Purchase Decisions with Brand Image as an Intervening Variable (A Study of The Body Shop Consumers in Semarang City)" is my own handwriting. I hereby declare that this thesis does not contain any part or all of another person's writing that I have copied or imitated, in the form of a series of sentences or symbols that indicate ideas, opinions, or thoughts from another author that I acknowledge as my own, and/or that I have copied or taken any part of the writing from another person without acknowledging the original author.

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## MOTTO AND PRESENTATION

“Stop Comparing and Start Believing yourself”



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## ABSTRACT

The cosmetics and body care industry is experiencing rapid development as consumer awareness of skin health, environmental sustainability, and clean beauty trends increases. This condition encourages increasingly fierce competition between cosmetics brands, including for The Body Shop, which is known as a brand based on ethical values and sustainability. Although it remains one of the market leaders, The Body Shop's sales data in Indonesia shows a downward trend from 2021 to 2024. This decline indicates a change in consumer behavior and an increasing influence of other factors in the purchase decision-making process, such as electronic word of mouth (E-WOM), perceived quality, and price.

This study aims to analyze the influence of E-WOM, perceived quality, and price on purchase decisions with brand image as an intervening variable in consumers of The Body Shop in Semarang City. This study uses a quantitative approach with a survey method through the distribution of questionnaires to 240 respondents who have used The Body Shop product. The data analysis technique used is Structural Equation Modeling (SEM) with the help of the AMOS program version 29.0.

The results of the study show that E-WOM, perceived quality, and price have a positive effect on brand image. In addition, E-WOM, perceived quality, and price also have a positive effect on purchase decisions. The findings of this study show that consumer perception of product quality, information from other consumers in digital media, and price suitability have an important role in shaping brand image and driving purchase decisions. A strong brand image has also been proven to strengthen the relationship between these factors and consumer purchasing decisions.

**Keywords:** E-WOM, perceived quality, price, brand image, purchase decision.



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## ABSTRAK

Industri kosmetik dan perawatan tubuh mengalami perkembangan pesat seiring meningkatnya kesadaran konsumen terhadap kesehatan kulit, keberlanjutan lingkungan, serta tren clean beauty. Kondisi tersebut mendorong persaingan yang semakin ketat antar merek kosmetik, termasuk bagi The Body Shop yang dikenal sebagai merek berbasis nilai etis dan keberlanjutan. Meskipun tetap menjadi salah satu pemimpin pasar, data penjualan The Body Shop di Indonesia menunjukkan tren penurunan dari tahun 2021 hingga 2024. Penurunan ini mengindikasikan adanya perubahan perilaku konsumen serta meningkatnya pengaruh faktor lain dalam proses pengambilan keputusan pembelian, seperti electronic word of mouth (E-WOM), perceived quality, dan price.

Penelitian ini bertujuan untuk menganalisis pengaruh E-WOM, perceived quality, dan price terhadap purchase decision dengan brand image sebagai variabel intervening pada konsumen The Body Shop di Kota Semarang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 240 responden yang pernah menggunakan produk The Body Shop. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM) dengan bantuan program AMOS versi 29.0.

Hasil penelitian menunjukkan bahwa E-WOM, perceived quality, dan price berpengaruh positif terhadap brand image. Selain itu, E-WOM, perceived quality, dan price juga berpengaruh positif terhadap purchase decision. Temuan penelitian ini menunjukkan bahwa persepsi konsumen terhadap kualitas produk, informasi dari konsumen lain di media digital, serta kesesuaian harga memiliki peran penting dalam membentuk citra merek dan mendorong keputusan pembelian. Brand image yang kuat juga terbukti mampu memperkuat hubungan antara faktor-faktor tersebut dengan keputusan pembelian konsumen.

**Kata kunci:** E-WOM, perceived quality, price, brand image, purchase decision.

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## FOREWORD

The author expresses his gratitude to Allah SWT, the Almighty, for His mercy, blessings, and grace, enabling him to complete this thesis entitled "The Influence of E-WOM, Perceived Quality, and Price on Purchase Decisions with Brand Image as an Intervening Variable (A Study of The Body Shop Consumers in Semarang City)."

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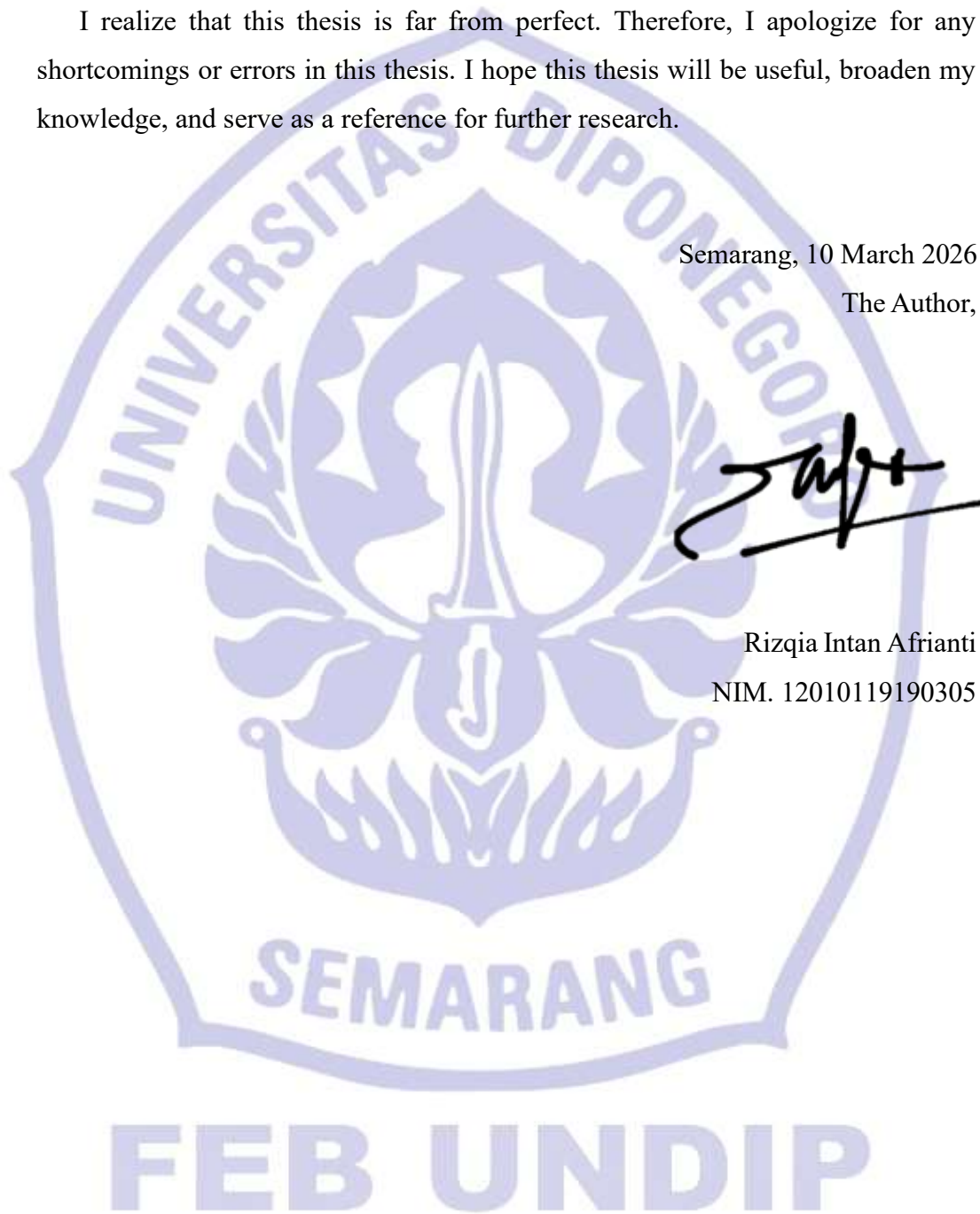
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## TABLE OF CONTENTS

CONSENT PAGE .....	ii
CONFIRMATION OF TEST PASS .....	iii
THESIS ORIGINALITY STATEMENT .....	iv
MOTTO AND PRESENTATION .....	v
ABSTRACT .....	vi
ABSTRAK .....	vii
FOREWORD.....	viii
TABLE OF CONTENTS .....	xi
LIST OF TABLE.....	xv
LIST OF FIGURE.....	xvi
LIST OF APPENDIX.....	xvii
CHAPTER I INTRODUCTION .....	1
1.1 Background.....	1
1.2 Problem Formulation.....	10
1.3 Research Objectives .....	11
1.4 Research Usability.....	12
1.5 Writing Systematics.....	13
CHAPTER II LITERATURE REVIEW .....	15
2.1 Theoretical Foundations .....	15
2.1.1 E-WOM.....	15
2.1.2 Perceived quality .....	16
2.1.3 Price.....	18
2.1.4 Brand image .....	18
2.1.5 Purchase decision .....	20
2.2 Relationships Between Variables .....	20
2.2.1 The Influence of E-WOM on Brand Image.....	20
2.2.2 Perceived quality to Brand image.....	21
2.2.3 Price to Brand image .....	21
2.2.4 E-WOM on Purchase decision .....	22
2.2.5 Perceived quality of Purchase decision .....	22

2.2.6 Price to Purchase decision .....	23
2.2.7 Brand image of Purchase decision .....	24
2.2.8 E-WOM on Purchase decision through Brand image .....	25
2.2.9 Perceived quality of Purchase decision through Brand image .....	25
2.2.10 Price to Purchase decision through Brand image .....	25
2.3 Previous Research .....	26
2.4 Theoretical Framework.....	29
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>30</b>
3.1 Research Variables and Operational Definition of Variables .....	30
3.1.1 Research Variables .....	30
3.1.2 Variable Operational Definitions .....	31
3.2 Population and Sample.....	32
3.2.1 Population.....	32
3.2.2 Sample .....	33
3.3 Types and Data Sources.....	34
3.3.1 Data Types .....	34
3.3.2 Data Sources.....	34
3.4 Data Collection Methods.....	34
3.5 Data Analysis Methods.....	35
3.5.1 Research Instrument Test .....	36
3.5.2 SEM Assumption Test.....	36
3.5.3 Evaluation of Goodness of Fit Criteria.....	38
3.6 Hypothesis testing .....	41
<b>CHAPTER IV RESEARCH RESULTS AND DISCUSSION .....</b>	<b>42</b>
4.1. Overview of Research Object/Subject.....	42
4.2. Data Collection.....	42
4.3. Respondent Description.....	43
4.3.1 Use of The Body Shop Products .....	43
4.3.2 Gender .....	43
4.3.3 Age.....	44
4.3.4 Latest Education .....	45
4.3.5 Expenditure.....	45

4.4. Instrument Quality Test .....	46
4.4.1 Validity Test Results .....	47
4.4.2 Reliability Test Results.....	48
4.5 Research Results.....	49
4.5.1 Development of Theoretical Models .....	49
4.5.2 Flowchart Development .....	49
4.5.3 Conversion of Flowcharts into Structural Equations.....	50
4.5.4 Data Input Matrix and Model Estimation Techniques .....	51
4.5.5 Sample Size .....	51
4.5.6 Data Normality .....	52
4.5.7 Outlier Identification .....	53
4.5.8 Identification of Structural Models .....	54
4.5.9 Identification of Goodness of Fit Criteria.....	54
4.5.10 Hypothesis Testing .....	57
4.6 Discussion .....	58
4.6.1 The influence of ewom on brand image .....	58
4.6.2 The Influence of Perceived Quality on Brand Image.....	59
4.6.3 Influence Price against Brand image.....	60
4.6.4 Influence of E-WOM on Purchase decision.....	61
4.6.5 Effect of perceived quality on Purchase decision.....	62
4.6.6 Influence of Price on Purchase decision.....	64
4.6.7 The Influence of Brand Image on Purchase Decision .....	65
4.6.8 The influence of E-WOM on Purchase Decision through Brand image .....	66
4.6.9 The influence of Perceived Quality to Purchase Decision through Brand image .....	67
4.6.10 The influence of Price on Purchase Decision through Brand image .	67
CHAPTER V CONCLUSIONS, LIMITATIONS OF RESEARCH AND SUGGESTIONS.....	69
5.1. Conclusion.....	69
5.2 Implications .....	69
5.2.1 Theoretical implications .....	69
5.2.2 Practical implications .....	70

5.3 Research Limitations .....	71
5.4 Suggestions.....	72
BIBLIOGRAPHY .....	74
APPENDIX .....	77



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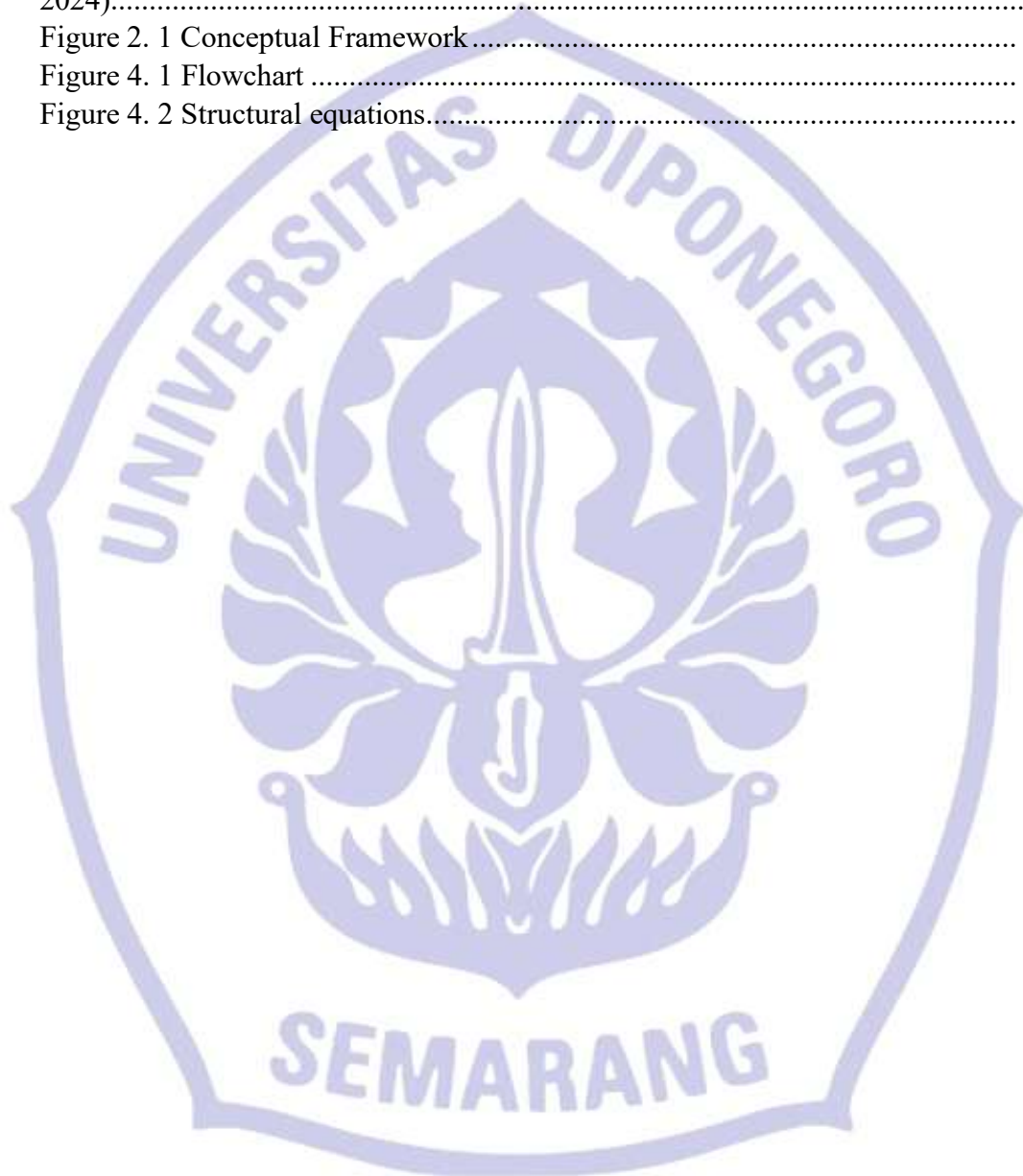
## LIST OF TABLE

Table 1. 1 The Body Shop Indonesia sales data (2021-2024) .....	5
Table 1. 2 Percentage Value of OTA Transactions in Indonesia in 2022 .....	6
Table 1. 3 Research Gap .....	8
Table 2. 1 Previous Research .....	26
Table 3. 1 Operational Definition .....	31
Table 3. 2 Likert Scale .....	35
Table 4. 1 The Body Soap Product Usage Data .....	43
Table 4. 2 Gender Data .....	44
Table 4. 3 Age Data .....	44
Table 4. 4 Latest Education Data .....	45
Table 4. 5 Expense Data .....	46
Table 4. 6 Validity Test Results .....	47
Table 4. 7 Reliability Test Results .....	48
Table 4. 8 Assessment of Normality .....	52
Table 4. 9 Outlier Test Results .....	53
Table 4. 10 Notes for Model .....	54
Table 4. 11 Testing Goodness of Fit .....	55
Table 4. 12 Direct Effect .....	57
Table 4. 13 Indirect Effect .....	57

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## LIST OF FIGURE

Figure 1. 1 Analysis of Sales Trends of Cosmetics and Body Care Brands (2021-2024).....	3
Figure 2. 1 Conceptual Framework.....	29
Figure 4. 1 Flowchart .....	50
Figure 4. 2 Structural equations.....	51



**FEB UNDIP**

## LIST OF APPENDIX

Appendix 1 Data Tabulation.....	77
Appendix 2 Characteristics of Respondents.....	87
Appendix 3 Validity Test Results.....	88
Appendix 4 Reliability Test Results.....	89
Appendix 5 Results of the Classical Assumption Test.....	90
Appendix 6 CFA Results.....	95
Appendix 7 Full Model.....	98
Appendix 8 Hypothesis Test Results.....	99



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# CHAPTER I

## INTRODUCTION

### 1.1 Background

Cosmetic and body care products are an important part of the beauty industry that focuses on the care, protection, and improvement of the appearance of the skin, hair, and body. In general, these products are divided into several main categories, namely skincare (skin care such as cleansers, moisturizers, serums, and sunscreens), haircare (hair care such as shampoos, conditioners, and hair masks), body care (body care products such as lotions, soaps, and scrubs), and makeup (makeup products such as foundation, lipstick, and eyeshadow). In its development, cosmetic products not only aim to beautify the appearance, but also provide functional benefits such as moisturizing, nourishing, protecting from pollution, and warding off signs of aging.

Along with increasing consumer awareness of skin health and environmental sustainability, many cosmetic brands now carry the concept of clean beauty that avoids harmful chemicals such as parabens, sulfates, and phthalates. In addition, vegan and cruelty-free trends are also growing in popularity, where products do not contain animal ingredients and are not tested on animals. Innovations in this industry continue to develop, ranging from the use of natural materials, microbiome-friendly technology, to eco-friendly packaging that can be recycled. Thus, cosmetic and body care products do not

Not only is it a tool to beautify oneself, but it also reflects a healthy and sustainable lifestyle in the modern era.

The Body Shop is a global cosmetics and body care brand known for its commitment to environmental sustainability, animal protection, and social justice. Founded in 1976 by Anita Roddick in Brighton, England, The Body Shop has been a pioneer in the ethical consumerism movement by rejecting anti-animal testing and supporting fair trade. The brand is famous for its natural-based products, such as tea tree oil, shea butter, and eco-friendly plant extracts. Some of its superior product lines include skincare, haircare, fragrance, and makeup products that are packaged in a minimalist and recyclable manner.

The Body Shop products are divided into several categories, namely Wellbeing, Make-up, Bath and Body, Skincare, Men's, Home Fragrance, Fragrance, Hair, Accessories, and Gifts. The Body Shop's products are generally aimed at women so most of The Body Shop's consumers are women. The Body Shop products also provide information and include the composition of the product. Not only that, The Body Shop also provides information about the source of the ingredients used in each product they sell. So that it can make it easier for buyers to determine whether the product will match or not with the needs of the buyer.

In 2006, The Body Shop was acquired by L'Oréal, but retained its core values, including a campaign against domestic violence and support for marginalized communities. Today, The Body Shop has thousands of stores in various countries and continues to be a symbol of a business that combines

profit with ethical principles. With its strong reputation in corporate social responsibility (CSR), The Body Shop not only sells beauty products, but also inspires positive change in the global cosmetics industry. The following is an appendix of sales data on The Body Shop products from 2021-2024 compared to the sales of competing companies.



**Figure 1.1**  
**Analysis of Sales Trends of Cosmetics and Body Care Brands (2021-2024)**  
 (Source: Top Brand Award, 2024)

Based on sales data from 2021 to 2024, The Body Shop remains the market leader with the highest average sales (41.45), despite a consistent decline from 44.4 (2021) to 38.4 (2024). This decline may be due to increased competition or changes in consumer preferences. On the other hand, Mustika Ratu showed positive growth from 12.0 (2021) to 15.2 (2024), reflecting the increasing popularity of local brands in the domestic market. Oriflame had reached the peak of sales in 2022 (17.5), but experienced a slight decline in 2024 (15.4), while Wardah managed to rise in 2024 (10.9) after a decline in 2023. Dove is the only brand with a continuous downward trend from 8.1 (2021)

to 6.2 (2024), indicating the need for a new marketing strategy. This data reveals the dynamics of competition in the cosmetics industry, where local brands such as Mustika Ratu and Wardah are starting to shift the dominance of international brands. The Body Shop needs to evaluate its strategy to maintain its market position, while Dove needs to innovate products or rebrand to restore sales growth.

The Body Shop's online sales grew in 2023, driven by digital marketing strategies and the use of electronic word-of-mouth (e-WOM) through platforms such as TikTok and Instagram (Euromonitor International, 2024). In Indonesia, The Body Shop is included in the top 5 best-selling halal skincare brands with sales growth of 15% per year (Ministry of Industry of the Republic of Indonesia, 2023). These data show that despite facing competitive challenges, The Body Shop has maintained its position as a major player in the value-based beauty cosmetics industry.

The Body Shop continues to demonstrate its resilience in the competitive global cosmetics market. In 2023, the brand recorded global sales of €1.5 billion (around IDR 25.6 trillion), with an annual growth of 4.2% compared to the previous year (L'Oréal Annual Report, 2023). The Body Shop's main markets are in Europe (42% of total sales), followed by Asia-Pacific (30%) and the Americas (28%). Its best-selling products such as Tea Tree Oil Skincare Range and Shea Butter Body care contribute to 35% of the brand's total revenue. However, in the first quarter of 2024, The Body Shop experienced an 8% drop

in sales in the UK market after the entry of new competitors who carry the concept of clean beauty at a more competitive price (Statista, 2024).

However, The Body Shop has experienced a decline in sales in recent years. In 2022, their sales fell 13.5% compared to the previous year. The early 2023 report also shows a continued downward trend in sales. This decline is caused by a variety of factors, including increased competition from other brands and changing consumer preferences. The decline can be seen based on the decline in sales in the table below

**Table 1. 1**  
**The Body Shop Indonesia sales data (2021-2024)**

<b>Year</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Selling Points	44.4	41.5	39.5	38.4

(Source: The Body Shop Indonesia Annual Report 2021-2024, p.12-15)

The annual sales report released by The Body Shop Indonesia shows sales data recorded during the 2021-2024 period. Based on this data, The Body Shop shows a consistent downward trend in the Indonesian market. In 2021, The Body Shop recorded sales of 44.4 points (baseline). However, in the following year sales fell to 41.5 points (a decrease of 6.5 points YoY). And starting from 2023 and 2024, it shows a continuous decline in sales at 39.5 points (a decrease of 4.8 points YoY) and 38.4 points (a decrease of 2.8% YoY), respectively. In the Indonesian market itself, The Body Shop faces sales challenges from several of its competitors, including Wardah and Mustika Ratu.

On the other hand, the two competitor brands of The Body Shop show an increasing trend in sales as shown by the following table:

**Table 1.2**  
**Percentage Value of OTA Transactions in Indonesia in 2022**

<b>Fire</b>	<b>Sales 2021</b>	<b>Sales 2024</b>
The Body Shop	44.4	38.4
Mustika Ratu	12.0	15.2
Wardah	9.3	10.9

(Source: Top Brand Award, 2024)

Based on Table 1.2, it shows the value of The Body Shop's sales points compared to Mustika Ratu and Wardah as the main competitors in the last 4 years (2021 – 2024). Based on this data, information can be obtained that Mustika Ratu's sales will increase by 26.7% in 2024 compared to the previous 4 years (Mustika Ratu Yearbook, 2024). Likewise, Wardah showed an increase in sales of 17.2% in 2024 compared to 2021 (Financial Statements of PT Paragon Technology and Innovation, 2024). However, unlike its two main competitors, The Body Shop actually showed a total sales decline of 14.1% in the same sales year period (The Body Shop Annual Report, 2024).

The rapid growth of the cosmetics and body care industry has led to increased competition between industries engaged in the field. In addition, the development of digital technology has changed people's consumption patterns, including in the process of making purchasing decisions. One of the increasingly influential factors is Electronic word of mouth (E-WOM), where information and reviews from other consumers are important considerations before making a purchase. In addition, product quality and price also remain the

main determinants that affect consumer buying interest. However, in the context of fierce market competition, brand image often acts as an intervening variable that strengthens or weakens the relationship between these factors and purchasing decisions.

Previous research has shown that E-WOM has a significant impact on consumer perception (Ismail & Yunan, 2021), while product quality and price consistently affect brand loyalty (Kotler & Keller, 2016). However, there is still a research gap on how brand image mediates the influence of E-WOM, product quality, and price on Purchase Decisions. Therefore, this study aims to analyze more deeply the role of brand image as an intervening variable in the relationship between E-WOM, product quality, and price on purchase decisions.

In addition, the perception of quality of a product or perceived quality also greatly affects the consumer's purchase decision for a product. Perceived quality can be defined as consumer perception of a product's ability to provide a consistent functional and emotional experience according to the brand's promise (Kotler & Keller, 2016). In the context of cosmetic products, perceived quality is also assessed from four aspects, namely Efficacy, Safety, Sensory, and Ethical Compliance (Suryani & Wijaya, 2020). Previous research has also shown that the selling price of a product or price has an influence on purchasing decisions. Price is the amount of money charged for a product or service, or the value that consumers exchange for the benefit of owning or using that product (Kotler & Keller, 2016). Premium prices can increase the perception of quality, especially for beauty brands (Suryani & Wijaya, 2020).

But apart from the direct influence of E-WOM, perceived quality, and also price, the next factor that also affects the purchase decision is the brand image. Brand image is the perception and beliefs carried out by consumers that are reflected in associations that occur in the consumer's memory (Kotler & Keller, 2016). A good brand image can be one of the factors that affect consumer purchasing decisions. Consumers will tend to decide to buy products from brands that are known to have a good image among the public. So that the brand image is very necessary to be maintained and adjusted to the target market.

The above description is the basis for conducting research on the influence of E-WOM, perceived quality, and Price on Purchase decisions with Brand image as an intervening variable. However, in this study, there are adjustments from several previous journals that have limitations regarding the influence of E-WOM, perceived quality, and price on Purchase Decision with Brand image as an intervening variable as presented in the following researchgap table.

**Table 1. 3 Research Gap**

<b>The Influence of Relationships Between Variables</b>	<b>Researcher and Title</b>	<b>Research Object</b>	<b>Findings/Research Gap</b>
The Influence of E-WOM on Purchase Decision	Frans Sudirjo et al. (2023), The Influence of E-WOM, Promotion, and Brand Image on MS Glow Beauty Product	Consumers of MS Glow products	E-WOM affects Purchase Decisions

	Purchase Decisions in West Java Province		
	Rennie Agustina et al. (2023), The Influence of Brand Ambassadors, E-WOM, and Brand Trust on Erigo Product Purchase Decisions	Consumers of Erigo products	E-WOM has no effect on Purchase Decisions
The Effect of Perceived Quality on Purchase Decision	Desy Kurniawati et al. (2022), The Influence of Perceived Quality, Influencer Credibility, and Location on Purchase Decisions at Kedai Dimsum AD Sragen	Consumers of AD Sragen Dimsum Shop	Perceived quality affects Purchase Decisions
	Ni'matul Mauludiyah (2023), Analysis of the Influence of Experiential Marketing, Perceived Quality, and Advertising on Purchase Decisions on Marketplace-Based Applications	Tokopedia Users	Perceived quality has no effect on Purchase Decisions
The Influence of Price on Purchase Decision	Ilham Sonata (2021), The Influence of Price, Discount, and In-Store Display on Purchase Decisions on Miniso Products	Consumers of Miniso products	Price affects Purchase Decisions
	Fahra Destarini & Bono Prambudi (2020), The Influence of Products and Prices on Purchase	New 212 Mart Condet Consumers	Price has no effect on Purchase Decisions

	Decisions in Consumers of 212 Mart Condet Baru		
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(Source: Literature Study, 2025)

Based on the literature studies that have been conducted related to the influence of the relationship between E-WOM variables, perceived quality and price on Purchase Decision, there are inconsistencies in the findings of previous research. The existence of this research gap is also the reason for researchers to use intervening variables in the form of brand image to help provide an indirect influence between the variables E-WOM, Perceived quality and Price on Purchase Decision and solve problems in the inconsistency of previous research findings. On this basis, this research is entitled "The Influence of E-WOM, Perceived Quality and Price on Purchase Decision with Brand Image as an Intervening Variable (Study on The Body Shop Consumers in Semarang City)".

## 1.2 Problem Formulation

Based on the research background, the problem of this research is that there is a significant decrease in sales from year to year of The Body Shop products for 4 years. Finally. Meanwhile, its competitors experienced an increase in sales in the same year period. This indicates that consumers' purchasing decisions to buy The Body Shop products are declining. In addition, based on the results of previous research, it indicates that the factors that affect consumers' purchasing decisions are still different.

### 1.3 Research Formulation

Based on the above problems, several research questions can be formulated, namely:

1. Does E-WOM affect the Brand image of The Body Shop?
2. Does perceived quality affect the brand image of The Body Shop?
3. Does Price affect the Brand image of The Body Shop?
4. Does E-WOM affect the Purchase Decision on The Body Shop?
5. Does perceived quality affect the Purchase Decision on The Body Shop?
6. Does Price affect Purchase Decision on The Body Shop?
7. Does Brand image affect Purchase Decision at The Body Shop?
8. Does e-WOM influence Purchase Decisions through brand image at The Body Shop?
9. Does perceived quality influence Purchase Decisions through brand image at The Body Shop?
10. Does price influence Purchase Decisions through brand image at The Body Shop?

### 1.4 Research Objectives

The objective of this study is to empirically examine and analyze the influence of E-WOM, perceived quality, and price on purchase decisions with brand image as an intervening variable among The Body Shop consumers in Semarang City. This study seeks to provide empirical evidence regarding the role of marketing and consumer perception factors in shaping brand image and influencing consumers' purchasing decisions toward The Body Shop products.

From the research questions that have been explained above, the objectives to be achieved from this research are as follows:

1. To test and analyze the influence of E-WOM on Purchase Decision on The Body Shop.
2. To test and analyze the influence of perceived quality on Purchase Decision on The Body Shop.
3. To test and analyze the influence of Price on Purchase Decision on The Body Shop.
4. To test and analyze the influence of Brand image on Purchase Decision on The Body Shop.
5. To test and analyze the influence of E-WOM on the Brand image of The Body Shop.
6. To test and analyze the influence of perceived quality on the Brand image on The Body Shop.
7. To test and analyze the influence of Price on the Brand image on The Body Shop.
8. To test and analyze the influence of E-WOM on Purchase Decision through Brand image on The Body Shop.
9. To test and analyze the Influence of Perceived quality to Purchase Decision through Brand image at The Body Shop.
10. To analyze the influence of Price on Purchase Decision through Brand image on The Body Shop.

### 1.5 Research Usability

The results of this research are expected to provide theoretical and practical benefits, including:

#### 1. Practical Benefits

This research is expected to provide an overview and information to practitioners in studying the factors that affect the interest in repurchases, so it is hoped that it will be a consideration in determining future management steps.

#### 2. Theoretical Benefits

Provide additional literature studies on the influence of E-WOM variables, Perceived quality and Price on Purchase Decision with Brand image as an Intervening Variable in marketing management science.

### 1.6 Writing Systematics

This research is presented systematically, which is arranged in five chapters as follows:

#### **CHAPTER I: INTRODUCTION**

Chapter one of this study explains the background of the problem being studied. In this chapter, we will also describe the formulation of the problem, the purpose of the research and also the benefits of research, as well as the systematics of writing.

## **CHAPTER II: LITERATURE REVIEW**

In chapter two, we will describe the theoretical foundations used in this study, previous research, theoretical thinking frameworks, and hypotheses proposed in this study.

## **CHAPTER III: RESEARCH METHODOLOGY**

In chapter three, this research will discuss the variables that will be used in the research, sample determination, type and source of data. And it will also be described about the data collection method, and the data analysis method used in this study.

## **CHAPTER IV: RESULTS AND DISCUSSION**

In chapter four of this research, the description of the research object, the description of the analysis and also the results of the research that has been carried out will be described.

## **CHAPTER V: CONCLUSION**

In the last chapter, this research will be discussed about the conclusions of the research analysis that has been carried out. In addition, it will also be discussed about the limitations of the author, the managerial and theoretical implications of the research results.

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## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Foundations**

##### **2.1.1 Consumer Decision-Making Theory**

Consumer Decision-Making Theory explains the consumer process of identifying needs, seeking information, evaluating alternatives, and ultimately making a purchasing decision for a product or service (Marc et al., 2022). This theory explains that purchasing decisions are influenced by various internal and external factors that shape consumer perceptions of a brand. Factors such as environmental information, perceived product quality, price, and brand image are important considerations that influence consumer behavior before making a final decision. The consumer decision-making process is also influenced by developments in digital technology and online communication (Gurtner et al., 2025).

Consumer Decision-Making Theory is used to explain the influence of e-WOM, perceived quality, and price on purchase decisions, with brand image as an intervening variable. E-WOM acts as an external source of information that influences consumer perceptions and evaluations of products. Perceived quality reflects consumers' assessment of the quality of the product received, while price is a consideration of the value and affordability of the product. These three factors can shape a brand image in consumers' minds, thus influencing purchasing decisions..

### 2.1.2 E-WOM

Electronic word of mouth (E-WOM) is the dissemination of information, reviews, recommendations, and opinions about products, services, or brands online through electronic platforms such as social media, forums, blogs, and email. It is an expanded and amplified form of word-of-mouth marketing through the internet, which can greatly influence consumer perception and purchasing decisions. According to (Godey, B. et al., 2023) E-WOM is an exchange of information between consumers about products/services through digital platforms (social media, online reviews, forums) that are user-generated and non-commercial.

There are several important indicators related to E-WOM according to (Babić Rosario et al., 2023), namely:

1. Volume

That is the total number of reviews, comments, or posts about a product/brand on a digital platform. In other words, the impact of E-WOM is only significant after reaching a certain volume.

2. Valence

That is the sentiment or polarity (positive/negative/neutral) contained in E-WOM. Negative reviews have a 3x stronger impact than reviews positive (especially for high-involvement products such as cosmetics). Neutral reviews (3/5 stars) actually increase credibility if accompanied by objective arguments.

### 3. Diversity

It is a variation of E-WOM platforms or sources (e.g. e-commerce, social media, blogs, forums). Consumers tend to trust brands that are talked about on more than 3 different platforms (e.g. TikTok, Instagram, and YouTube). And also as another example, product campaigns on TikTok and Instagram increase brand awareness 37% higher than TikTok alone

### 4. Credibility

Credibility is the level of consumer trust in the source of E-WOM. The determining factors for the level of trust are sources, review details, and consistency.

### 5. Timeliness

Timeliness is related to the E-WOM Update. For example, the impact of E-WOM can drop by 50% after 30 days for technology products, but it can be stable for classic products

#### **2.1.3 Perceived quality**

Perceived quality is a multidimensional construct that continues to develop along with changes in consumer behavior and market dynamics. (Grewal, et. al., 2020) defines perceived quality as a consumer's subjective assessment of the superiority of a product over alternatives, which is formed through direct/indirect experience and influenced by external signals.

According to (Magni, et. al., 2023) there are six dimensions in perceived quality, the six indicators are Performance, Features, Reliability, Durability, Serviceability, and Sustainability, each of which is described as follows:

1. Performance

Performance is described as the ability of a product to fulfill its core function. For example, makeup durability (24 hours).

2. Features

3. Features are additional characteristics that increase value. For example, the SPF content in foundation.

4. Reliability

Reliability is the consistency of performance. An example is a serum that does not cause recurrent irritation.

5. Durability

Durability can be described as the durability of the product during the use cycle. For example, product packaging that does not leak easily.

6. Serviceability

Serviceability can be interpreted as ease of repair/after-sales support. For example, free skincare consultation services.

7. Sustainability

Sustainability can be defined as a perception of environmental/social impact (new addition). An example is recyclable packaging

#### 2.1.4 Price

According to (Kotler, et. al., 2023) Price is the monetary value exchanged for the ownership of a product/service, reflecting the exchange between the benefit (value) received by the consumer and the sacrifice made.

Based on research (Dholakia, et al., 2023) Price has 4 key indicators, namely:

1. Monetary Price

Defined as the face value paid (Rp/USD). An example is the base price of a product in E-Commerce

2. Psychological Price

Defined as the perception of price as "cheap" or "expensive". An example is a product of IDR 99,900 vs IDR 100,000 (charm pricing)

3. Relative Price

Defined as a comparison of prices with competitors/alternatives. For example, the price comparison of iPhone vs Samsung in the marketplace

4. Value – Based Price

Defined as Price associated with functional/emotional benefits. For example, the premium price of clean beauty products.

### **2.1.5 Brand image**

According to (Keller & Swaminathan, 2023) Brand image is a cognitive and affective representation of a brand in consumer memory, which is formed through direct experience, brand communication, and social interaction in the real and digital worlds. Furthermore (Rosario, et. al., 2023) explained that there are 5 (five) indicators of Brand image, namely:

1. Functional Image

Functional Image can be defined as the perception of product performance (quality, reliability). For example, skincare with proven clinical results

## 2. Emotional Image

Emotional Image can be defined as the feelings that the brand evokes (happiness, confidence). An example of this is Dove's "#RealBeauty" campaign.

## 3. Social Image

Social Image can be defined as the image of a brand user (social class, lifestyle). For example, iPhone users are considered "tech-savvy"

## 4. Sustainability Image

Sustainability Image can be defined as the perception of a brand's environmental/social impact. For example, Patagonia as an eco-activist brand

## 5. Digital Image

Digital Image can be defined as brand reputation in the online realm (E-WOM, social media engagement). For example, the virality of #SephoraHauls content on TikTok

### **2.1.6 Purchase decision**

According to Kotler & Keller (2023), Purchase decisions are the process of selecting, evaluating, and purchasing products/services by consumers, which is now non-linear due to the intervention of digital technology and social dynamics. Meanwhile, according to (Lemon & Verhoef, 2024) In the omnichannel era, Purchase Decisions are the result of multi-touchpoint (online-offline) interactions, where consumers move back and forth between the search, evaluation, and purchase stages.

According to Kotler, et. al. (2022) there are 4 indicators in terms of purchase decisions, namely: 1.) Problem recognition 2). Information search 3). Alternative evaluation 4). Post-purchase behavior.

## **2.2 Relationships Between Variables**

### **2.2.1 The Influence of E-WOM on Brand Image**

Research conducted by Alvaeniyah (2018) found the results of the positive and significant influence of E-WOM on the brand image of Eiger products. In line with this research, E-WOM also has a positive, and significant effect on the brand image on TikTok social media (Lestari & Gunawan, 2022). Reviewing these results, the results of Majid & Rofiq's research (2023) show that the positive and insignificant influence of the E-WOM variable on brand image in consumers of Samsung products in Malang City.

So it can be said that social ties, opinion seekers, information needs, knowledge interests and purchase uncertainty increase brand associations which will later be imaged in the form of brand image , especially for Samsung smartphone brands. Therefore, it is known that one of the factors that makes the people of Malang City know their attributes, benefits and attitudes towards Samsung smartphones is through E-WOM. (Saragih, 2019). Therefore, the hypotheses proposed in this study are:

**H1: E-WOM has a positive effect on Brand image.**

### 2.2.2 Perceived quality to Brand image

According to Magni, et. al. (2021) products with high perceived quality (for example, cosmetics with proven clinical results) increase consumer trust in the brand by 30%. In addition, research conducted by Luchs & Kumar (2023) also found that high-quality products (e.g., durable or sustainable) help brands build a sophisticated and responsible image. Based on this opinion, the hypotheses proposed in this study are:

**H2 : Perceived quality has a positive effect on Brand image**

### 2.2.3 Price to Brand image

Hamilton & Chernev (2022) found that premium pricing increased product quality perception by 27% for high-involvement categories such as luxury cosmetics. This mechanism is especially strong in emerging markets. In addition, Voorhees et al. (2021) found the price-quality heuristic effect to be 3x stronger for high-involvement (cars, premium cosmetics) vs low-involvement (soap, toothpaste) products. Other research also supports this opinion Where Sundar & Noseworthy (2023) found that in the skincare category, a 10% price increase can increase luxury image by 15%, but only for brands with strong existing brand equity. This indicates that the higher the price of a product, the higher the consumer perception of the Image Brand. Results The hypotheses that will be proposed in this study are:

**H3 : Price has a positive effect on Brand image**

#### 2.2.4 E-WOM on Purchase decision

According to the research of Babic Rosario, et. al. (2023) High volume of eWOM (>50 reviews/product) increases the likelihood of a purchase by 28%, while positive valence increases conversions 35% higher than neutral reviews. Schivinski, et. al. (2022) said that eWOM from micro-influencers (10K–100K followers) is 42% more effective in influencing purchasing decisions than celebrities, because it is considered more authentic. Based on these studies, it can be concluded that consumers will tend to buy products with a good review rate. Therefore, the hypotheses that will be proposed in this study are:

**H4 : E-WOM has a positive effect on Purchase decision**

#### 2.2.5 Perceived quality of Purchase decision

Research conducted by Magni, et. al. (2022) said that perceived quality increased purchase intention by  $\beta = 0.48$  for daily consumer products (FMCG) and  $\beta = 0.62$  for high-involvement products such as premium electronics and cosmetics. In addition, the results of the study are also supported by research conducted by Grewal, et. al. (2021) which said that the influence will be stronger for products with high experiential attributes and high price points. In addition, according to Rosario, et. al. (2023) Consumers who perceive high quality show a 40% increase in trust, which strengthens purchase intent. Based on the above opinion, it can be concluded that the higher the Perceived Quality Level, the more likely consumers are to buy the product. Therefore, the hypotheses that will be proposed in this study are:

**H5 : Perceived quality has a positive effect on Purchase decision**

### 2.2.6 Price to Purchase decision

According to research conducted by Hamilton & Chernev (2022), premium prices increase quality perception by 27% and purchase intent by 18% for high-involvement products such as luxury cosmetics and electronics. Further studies conducted by Dholakia, et. al. (2023) also found that a 10% price increase reduces demand by up to 15% for low-involvement products (e.g. soaps), but only 5% for brands with high loyalty. And it is also supported by research conducted by Voorhees, et. al. (2021) said that the price effect is 3x stronger for low-involvement products (e.g., everyday goods) vs high-involvement (e.g., cars). Middle-class consumers are 40% more sensitive to price increases than the post-pandemic upper class (Hamilton, 2024).

Sundar & Noseworthy (2023) said that premium prices increase quality perception by 28% and purchase intent by 19% for high-involvement products such as luxury cosmetics and electronics. But Dholakia, et. al. (2022) examined that a 10% price increase reduced demand by 22% for FMCG (fast-moving consumer goods) products, and 12% for brands with high loyalty, as well as 8% for prestige products. Based on the opinion mentioned above, there are many factors that affect the purchase decision, one of which is the price that will ultimately affect the consumer's decision to buy the product or not. Based on this opinion, the hypotheses that will be proposed in this study are:

**H6 : Price has a positive effect on Purchase decision**

### 2.2.7 Brand image of Purchase decision

Based on research conducted by Keller & Swaminathan (2023), it is said that a strong brand image increases purchase intention by  $\beta = 0.57$  for consumer products, with a greater effect on experimental product categories such as cosmetics by 32% and high-involvement electronic products by 28%. This is in line with a study conducted by Sundar & Kardes (2024) where the results stated that the brand image of "clean beauty" increased purchases by 38% for health consumers and increased by 25% for pregnant women. In addition, research conducted by Chen, et. al. (2023) Brands with high brand image ratings on the platform are 3x more likely to be selected on search pages and 45% higher conversions than organic traffic.

Based on these studies that have been conducted by previous researchers, it can be concluded that a good brand image and in accordance with the target market will greatly affect consumer purchase decisions. Therefore, the hypotheses that will be proposed in this study are:

**H7 : Brand image has a positive effect on Purchase Decision**

### 2.2.8 E-WOM on Purchase decision through Brand image

Based on research conducted by S Frans Sudirjo et al., (2023) said that E-WOM has a positive influence on Purchase Decision. Furthermore, research by Ellya Tripungkas Mapalus (2024) also found the fact that Brand image mediates the influence between E-WOM on variable purchase decisions. Based on this opinion, the hypotheses that will be proposed in this study are:

**H8 : E-WOM to Purchase decision through Brand image**

### **2.2.9 Perceived quality of Purchase decision through Brand image**

Based on research conducted by Renza Fahlevi, et al., (2024) states that perceived quality affects purchase decisions. In addition, another study conducted by Keller & Swaminathan (2023) said that brand image also mediates perceived quality in increasing purchase decisions by  $\beta = 0.57$  for consumer products, with a greater effect on experimental product categories such as cosmetics. So that the variables that will be proposed in this study are:

**H9 : Perceived quality to Purchase decision through Brand image**

### **2.2.10 Price to Purchase decision through Brand image**

Based on research conducted by Voorhees et al. (2021), it was found that price has a significant effect on purchasing decisions by consumers. That said, another study also conducted by Chen, et. al. (2023) also found that the Brand image variable helps mediate the influence of price on consumer decisions to buy products. Therefore, so that the variables that will be proposed in this study are:

**H10 : Price to Purchase decision through Brand image**

## **2.3 Previous Research**

Research related to purchase decisions, especially on cosmetic and beauty products of The Body Shop using various independent variables including E-WOM, Perceived quality, and Price through brand image as a mediating variable, has been conducted by several previous studies.

However, from the research that has been researched previously, coupled with suggestions from the research, as well as inconsistent results, and coupled with the lack of research related to the existence of conditions that have been described as phenomena used in previous research. Therefore, several empirical studies related to the variables mentioned above can be seen in the following table 2.1

**Table 2. 1 Previous Research**

No	Researcher / Title	Variable	Analysis Tools	Research Findings
1	S. Frans Sudirjo et al. (2023). The Influence of E-WOM, Promotion, and Brand Image on the Purchase Decision of MS Glow Beauty Products in West Java Province	E-WOM, Promotion, Brand image, Purchase decision	SPSS	E-WOM has a positive influence on purchase decisions. Brand image has a positive influence on purchase decisions. Promotion has a positive influence on purchase decisions.
2	Siti Chowinda & Imroatul Khasanah (2024). The Influence of E-WOM, Perceived Quality, and Country of Origin on Purchase Decision with Brand Image as an Intervening Variable (Study on Starbucks Consumers in Semarang City)	E-WOM, Perceived quality, Country of Origin, Brand image, Purchase decision	AMOS	E-WOM has a significant effect on brand image. Perceived quality does not have a significant positive effect on brand image. Country of origin has a significant effect on brand image. Brand image has a significant effect on purchase decisions.

3	Renza Fahlevi et al. (2024). The Influence of Celebrity Endorsement, E-WOM, and Perceived Quality on Purchase Intention Skincare in Gen-Z	Celebrity Endorsement, E-WOM, Perceived quality, Purchase Intention	SPSS	Celebrity endorsements have a significant positive effect on brand image and purchase intention. E-WOM and perceived quality also have a significant positive effect on brand image and purchase intention.
4	Ellya Tripungkas Mapalus (2024). Brand image as a Mediator of the Influence of E-Service Quality, Price Perception, and E-WOM on the Selection of JNE Express Courier Services (For E-Commerce Customers in Sidoarjo)	Brand image, E-Service Quality, Price Perception, E-WOM, Purchase decision	Pls	E-service quality has a significant effect on the purchase decision of JNE courier services. Price perception has no significant effect on purchase decisions. E-WOM has no effect on purchase decisions.
5	Fauziah Putri & Rizki Dermawan (2024). The Effect of Electronic Word of Mouth on Purchase Decisions with Brand Image as an Intervening Variable (Case Study on Pixy Cosmetics Lipstick Consumers in Surabaya City)	E-WOM, Purchase decision, Brand image	Pls	E-WOM has a positive and significant effect on purchase decisions. E-WOM has a positive and significant effect on brand image. Brand image has a positive and significant effect on purchase decisions. Brand image mediates the influence of E-WOM on purchase decisions.

6	Ismayanti Chasanah & Yustina Chrismardani (2023). The Influence of Electronic Word of Mouth (E-WOM) from YouTube Beauty Vlogger on Wardah's Cosmetic Product Purchase Decision through Brand Image	E-WOM, Purchase decision, Brand image	SPSS	E-WOM does not have a significant impact on product purchase decisions. E-WOM has a significant impact on brand image. Brand image has a significant impact on product purchase decisions.
7	Ilham Jua Marimba et al. (2024). The Influence of E-WOM and Perceived Quality on TikTok Viral Culinary Purchase Decisions with Purchase Intention as an Intervening Variable	E-WOM, Perceived quality, Purchase decision, Purchase Intention	SPSS	E-WOM has a positive and significant effect on purchase decisions. Perceived quality has a positive and significant effect on purchase decisions. Purchase intention mediates the influence of E-WOM and perceived quality on purchase decisions.
8	Safa'a, Amalia Putri et al. (2024). The Influence of E-WOM on Uniqlo's Brand Purchase Decision with Brand Image and Brand Trust as Mediation Variables (Case Study of FEB Students of Dian Nuswantoro University, Semarang)	E-WOM, Purchase decision, Brand image, Brand Trust	Pls	E-WOM has a positive and significant correlation with brand image. E-WOM has a positive and significant correlation with brand trust. E-WOM has a positive and significant effect on purchasing decisions. Brand trust is positively and significantly correlated with purchasing decisions. Brand image mediates the relationship

				between E-WOM and purchase decisions. Brand trust mediates the relationship between E-WOM and purchase decisions.
9	Rahaman et al. (2022) / The Interplay between eWOM Information and Purchase Intention on Social Media: Through the Lens of IAM and TAM Theory	eWOM Information, Perceived Usefulness, Perceived Ease of Use, Purchase Intention	SEM-PLS	eWOM information positively influences purchase intention through perceived usefulness and ease of use of social media.
10	Nguyen et al. (2023) / The Influence of Electronic Word of Mouth and Perceived Value on Green Purchase Intention in Vietnam	Electronic Word of Mouth, Perceived Value, Green Purchase Intention	SEM-PLS	Electronic word of mouth and perceived value have a positive and significant effect on green purchase intention.
11	Beyari & Garamoun (2024) / The Impact of Online Word of Mouth (e-WOM) on End-User Purchasing Intentions: A Study on e-WOM Channels' Effects on the Saudi Hospitality Market	e-WOM, Purchasing Intention	SEM-PLS	e-WOM through various digital channels has been shown to significantly influence consumer purchasing intention in the hospitality industry.
12	Saif & Nofal (2026) / The Effect of eWOM Sources on Purchase Intention: The Moderating Role of Gender	eWOM Sources, Purchase Intention, Gender	SEM-PLS	The source of eWOM positively influences purchase intention, while gender moderates the relationship.

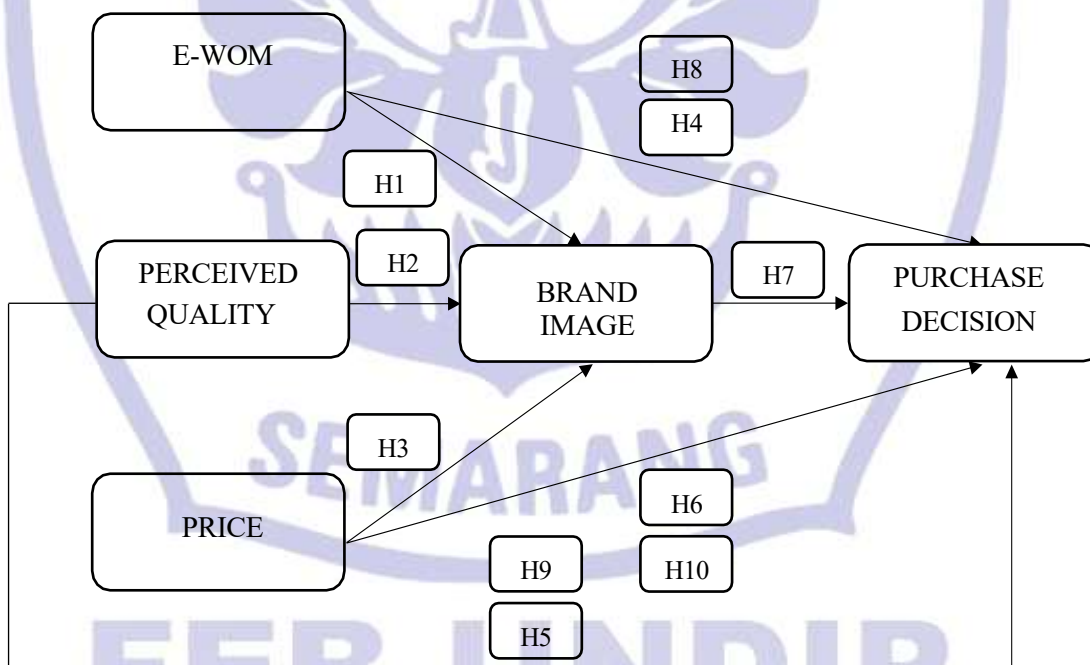
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13	Mufashih et al. (2023) / The Influence of Product Quality, Electronic Word of Mouth and Brand Image on Repurchase Intention in Coffee-To-Go Stores with Consumer Satisfaction as Intervening Variables	Product Quality, Electronic Word of Mouth, Brand Image, Consumer Satisfaction, Repurchase Intention	SEM-PLS	Product quality, e-WOM, and brand image positively influence repurchase intention, both directly and through consumer satisfaction as an intervening variable.
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(Source: Secondary Data, 2025)

### 2.4 Theoretical Framework

Based on the theoretical foundations and previous research that have been described above, the researcher made a theoretical framework for this research as follows:



**Figure 2. 1**  
**Conceptual Framework**

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Variables and Operational Definition of Variables

##### 3.1.1 Research Variables

A research variable is an attribute or value of an object or activity that has certain variations that is determined by the researcher to be studied and conclusions drawn. The research variables can be divided into 2, namely:

1. Independent Variables

Independent variables according to Ferdinand (2014) are variables that affect or change or arise dependent variables. The independent variables denoted by (X) in this study are E-WOM (X1), Perceived quality (X2) and Price (X3).

2. Dependent Variable

Dependent variables according to Ferdinand (2014) are variables that are influenced or that are caused by the existence of independent variables. The dependent variable is denoted by Y, which in this study is Purchase Decision (Y).

3. Intervening Variable

The intervening variable according to Ferdinand (2014) is an intermediate variable that is located between independent variables and dependent variables. The intervening variable in this study is Brand image (Z).

### 3.1.2 Variable Operational Definitions

Variable operations is a more detailed explanation of the indicators that exist in independent variables, dependent variables, and intervening variables. The definition of operational has the purpose of providing variable responses to predetermined conditions as a guideline in conducting research. The operational definitions of variables in this study include:

**Table 3. 1**  
**Operational Definition**

<b>Research Variables</b>	<b>Operational Definition</b>	<b>Indicator</b>	<b>Measurement Scale</b>
<b>E-WOM (X1)</b>	Electronic word of mouth (E-WOM) is the dissemination of information, reviews, recommendations, and opinions about products, services, or brands online through electronic platforms such as social media, forums, blogs, and email. E-WOM greatly influences consumer perception and purchasing decisions.	1. Volume 2. Valencia 3. Diversity 4. Credibility 5. Timeliness (Babić Rosario et al., 2023)	Scale intervals 1–5 using the Likert scale technique
<b>Perceived quality (X2)</b>	Perceived quality or quality perception can be defined as a multidimensional construct that continues to develop along with changes in consumer behavior and market dynamics.	1. Performance 2. Features 3. Reliability 4. Durability 5. Serviceability 6. Sustainability (Magni et al., 2023)	Scale intervals 1–5 using the Likert scale technique
<b>Price (X3)</b>	Price can be defined as the monetary value exchanged for the ownership of a product or service, reflecting the exchange between the value received by the consumer and the sacrifice made.	1. Monetary Price 2. Psychological Price 3. Relative Price	Scale intervals 1–5 using the Likert scale technique

		4. Value-Based Price (Dholakia et al., 2023)	
<b>Brand image (W)</b>	Brand image is defined as the cognitive and affective representation of a brand in consumer memory that is formed through direct experience, brand communication, and social interaction in the real and digital worlds.	1. Functional Image 2. Emotional Image 3. Social Image 4. Sustainability Image 5. Digital Image (Rosario et al., 2023)	Scale intervals 1–5 using the Likert scale technique
<b>Purchase decision (Y)</b>	Purchase decisions are defined as the process of selecting, evaluating, and purchasing products or services by consumers which are now non-linear due to the intervention of digital technology and social dynamics.	1. Problem identification 2. Information search 3. Evaluate alternatives 4. Post-purchase behavior (Kotler et al., 2023)	Scale intervals 1–5 using the Likert scale technique

### 3.2 Population and Sample

#### 3.2.1 Population

Population is a combination of all elements in the form of events, things, or people that have certain characteristics that are the center of attention of researchers because they are seen as a research universe. That is, population is a whole of objects or subjects that meet certain criteria and are targeted by generalization of research results (Ferdinand, 2014). In this study, the research population is consumers of The Body Shop in Semarang City.

### 3.2.2 Sample

A sample is a part of the population whose characteristics are to be investigated and are considered to be representative of the entire population. Therefore, the sample is part of the population chosen to be studied because it is not possible for researchers to examine the entire population (Ferdinand, 2014). The characteristics of the respondents in this study are explained as follows:

1. Over 17 years old
2. Know and have or have never bought The Body Shop products at least 1x in the last 6 (six) months.
3. Domiciled in Semarang City

In this study, the sample size can be measured using the Hair Formula. The Hair formula is used due to the size of an unknown population. According to Hair, et al (2010), if the size in the sample is too many, the calculation becomes very sensitive, so it can be difficult to get a good Goodness-of-Fit size. Based on this explanation, this study will use a minimum sample size, namely 5-10 observations on each parameter estimated with the calculation of the maximum sample, namely the number of indicators x 10 ( $24 \times 10=240$ ). Based on the sample formula, the number of samples used is 200 samples with consideration of adjusting the Maximum Likelihood Estimation in SEM.

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### **3.3 Types and Data Sources**

#### **3.3.1 Data Types**

The data used in this study includes quantitative data in the form of numbers or numbers and measured using statistics.

#### **3.3.2 Data Sources**

The data sources used in this study are divided into two, namely primary data and secondary data.

1. Primary Data

Primary data is information obtained from the results of data collection in the field directly related to the variables used for certain purposes of the study (Sekaran, 2017). This study uses primary data taken from the collection of questionnaires given to respondents.

2. Secondary Data

Secondary data is data obtained from other sources such as books, records, reports, journals, data or archives, both published and unpublished in general.

#### **3.4 Data Collection Methods**

Questionnaires were used to collect the data needed for this study.

According to Ferdinand (2014), questionnaires in management research are used as the main instrument in the survey method to measure research variables that are respondents' perceptions, attitudes, and opinions. In this study, the Likert scale technique will be used. The Likert scale is used to measure the

attitudes, opinions and perceptions of a person or a group of people about social phenomena. The Likert scale used contains 5 levels of answer preferences which are in the following table:

**Table 3. 2 Likert Scale**

Note	Value
SS (Strongly Agree)	5
S (Agreed)	4
R (hesitation)	3
TS (Disagree)	2
STS (strongly disagree)	1

(Source: Sugiyono, 2017)

### 3.5 Data Analysis Methods

The data analysis method is the process of processing data that has been collected in the research to understand the answers to the research problem itself. This research uses a quantitative research method where the data used is in the form of numbers and analyzed using statistics. The analysis tool used in this study is a structural equation model (SEM) operated using the AMOS 26 program. SEM is a multivariate technique to bring together factor analysis and multiple regression that allows to simultaneously examine the dependency relationships between related variables simultaneously (Hair et al., 2019). The research using the SEM method consists of seven steps, namely the development of a theory-based model, the preparation of flowcharts, the conversion of flowcharts into structural equations, the selection of input matrices and estimation techniques, assessing the identification problems, evaluating the model, and interpreting and modifying the model.

### 3.5.1 Research Instrument Test

In the instrument test in this study, the results of the validity and reliability test will be explained based on the results of data processing using SEM-AMOS.

#### 1. Validity Test

Validity test is the process of measuring the tools used, namely whether the tools used can measure variables or not (questionnaire feasibility test) (Ferdinand, 2014). A questionnaire is said to be valid if the question on the questionnaire conveys something that the questionnaire wants to measure. The questionnaire is declared valid if it has an estimated value of more than 0.5 (Haryono, 2016)

#### 2. Reliability Test

Reliability test is the process of measuring whether research instruments consistently produce the same results every time measurements are taken (Ferdinand, 2014). A reliable questionnaire is if the respondent's answers are stable or consistent at other times. The questionnaire is declared reliable if it has a CR value of more than 0.7 and an AVE value of more than 0.5 (Haryono, 2016).

### 3.5.2 SEM Assumption Test

The SEM Assumption Test is an analysis stage using SEM which is required to meet assumptions such as normality, outliers, multicollinearity, and residual value.

## 1. Normality Test

Estimation with Maximum Likelihood requires that the observed variable meets the assumption of multivariate normality. Therefore, it is necessary to conduct tests to see the level of normality in a multivariate manner to the data used in this study. This test is by observing the kurtosis value of the data used. The evaluation of multivariate normality with AMOS was carried out using the critical ratio (c.r.) criterion of Multivariate in kurtosis, if it is in the range between 2.58 (at a significance level of 1% or 0.01) it means that the data is normally distributed in a multivariate manner (Haryono, 2016). Thus, it can be concluded that the data is normally distributed if the critical ratio (c.r.) value of the multivariate in kurtosis is in the range of 2.58.

## 2. Test Outliers

Outlier is the observation condition of a data that has unique characteristics that look very different from other observations that appear in the form of extreme values, both for single and combined variables (Ghozali, 2008). Detection of multivariate outliers is carried out by paying attention to the value of Mahalanobis Distance. The Mahalanobis Distance for each observation will indicate the distance of a data observation to its average value (centroid). Observations of data that are far from the centroid value are considered outliers and must be dropped from the analysis. The criteria used are based on the value of Chi-squares at the degree of freedom (Degree of Freedom), which is the number of indicators in the fit of the research

model at the significance level of  $p < 0.00$ . Mahalanobis Distance value or  $\chi^2$  (indicator; 0.001) (Haryono, 2016).

### 3. Multicollinearity Test

The next test is to see if there is multicollinearity and singularity in a combination of variables. Indications of multicollinearity and singularity can be known through the value of the sample covariance matrix determinant that is really small, or close to zero. The output of the calculation of the sample covariance matrix determinant by the AMOS Program is as follows: Determinant of sample covariance matrix = .000 (Haryono, 2016).

#### 3.5.3 Evaluation of Goodness of Fit Criteria

The goodness of fit criteria is used to determine the suitability of the research model, by assessing whether the data to be processed meets the assumptions of the proposed structural equation model. These assumptions include:

1. Meets the minimum sample number criterion, which is 100.
2. The assumption of normality is fulfilled by measuring the critical ratio (CR) value
3. There is no outlier, where the observation of a data that has unique characteristics and looks much different from the observation of other data.
4. The possibility of multicollinearity and singularity (a linear combination of the variables analyzed).

After the criteria of SEM are met, several criteria are determined in the goodness of fit to determine the feasibility of the research model used. The criteria that need to be met in the goodness of fit include (Haryono, 2016:74-76):

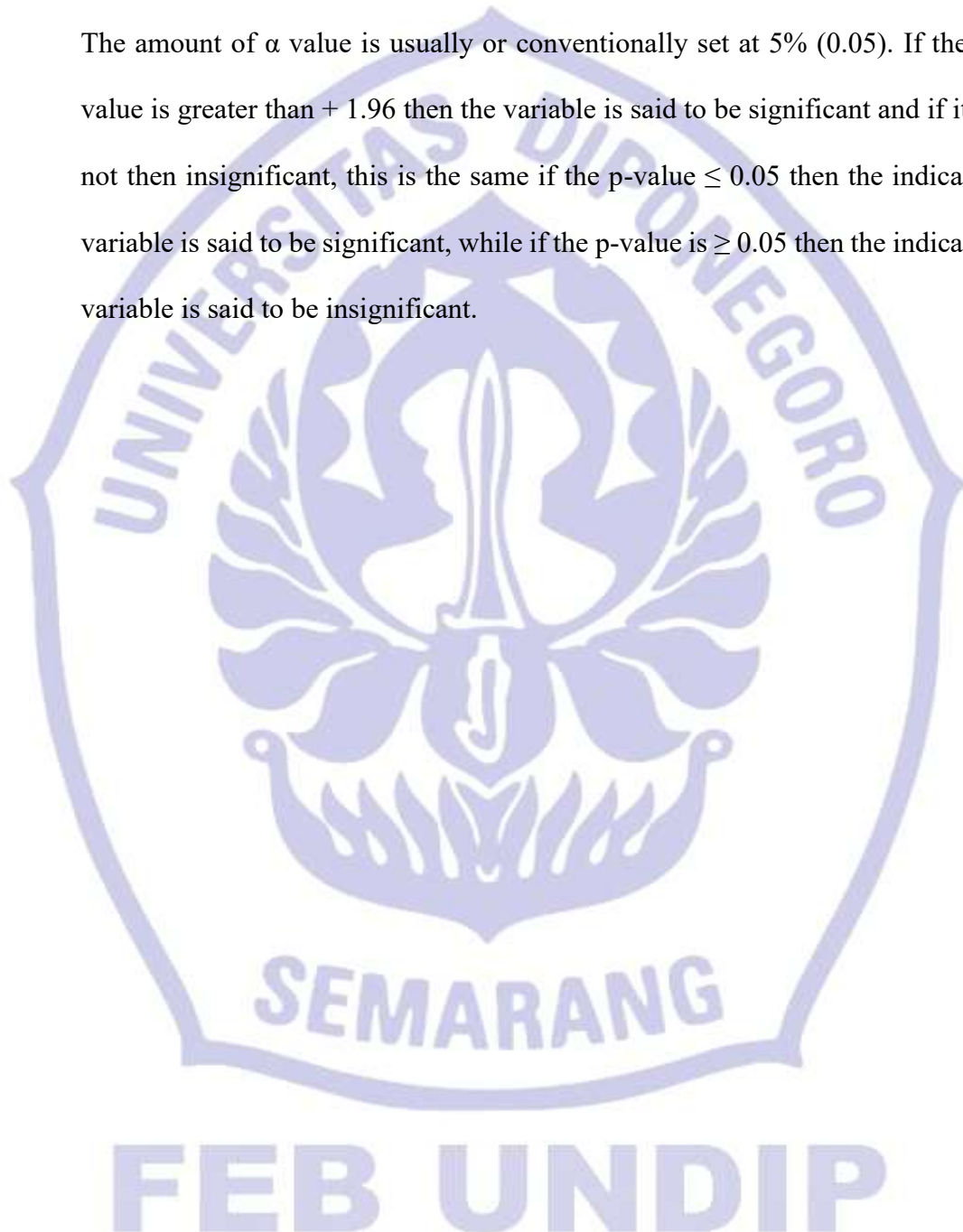
1. The Minimum Sample Discrepancy Function (CMIN/DF) is a measure obtained from the value of chi square divided by the Degree of Freedom. This index is a parsimonious fit index that measures the relationship between the goodness of Fit model and the number of estimated coefficients expected to achieve the level of suitability. The recommended value to receive a model's conformity is CMIN/DF 2.0.
2. Chi square ( $\chi^2$ ) Statistic. The tested model can be concluded to be a good model, if the value of  $\chi^2$  is low. The smaller the value of  $\chi^2$  it can be concluded that the better the model, because in the difference test chi square, the value  $\chi^2=0$  means that there is no difference. The difference in question is the difference between the tested model and the saturated model. Chi squares are very sensitive to the size of the sample used, therefore  $\chi^2$  needs to be equipped with other test equipment.
3. Goodness of Fit Index (GFI). This index reflects the model fit rate calculated from the residual squares of the predicted model compared to the actual data. The GFI ranges from 0 to 1 with the criteria  $\geq 0.90$  fit and  $0.80 \leq \Gamma\Phi I < 0.90$  marginal fit.
4. The Adjusted Goodness of Fit Index (AGFI) is a development of the GFI, which has been adjusted to the ratio of the Degree of Freedom model

proposed to the Degree of Freedom of the null model (a single construct model with all construct measurement indicators). The recommended value is  $AGFI > 0.90$ . AGFI ranges from 0 to 1.0 with the criteria  $0.90 \leq AGFI < 0.95$  good fit and  $0.80 \leq AGFI < 0.90$  marginal fit.

5. The Root Mean Square Error of Approximation (RMSEA) is an index used to measure the suitability of a model replacing the chi square statistic in a large sample size. The RMSEA value of  $< 0.08$  indicates a good index to accept the suitability of the model with the criteria of  $0.05 \leq RMSEA < 0.08$  fit;  $0.08-0.10$  marginal fit, and  $\geq 0.10$  poor fit.
6. The Comparative Fit Index (CFI) is an incremental fit index, which compares a model being tested with a null model. This index is excellent for measuring the degree of model acceptance, because like CMIN/DF, the value is not affected by the sample size. The value of this index is in the range from 0 to 1 and a value close to 1 indicates that the model has a good level of conformity. The recommended admission value is  $CFI > 0.90$ . The CFI value  $> 0.90$  indicates fit while  $0.80 < CFI < 0.90$ , which is marginal fit.
7. The Tucker Lewis Index (TLI) is an incremental conformity index that compares a model being tested to a null model. This conformity index is less affected by the sample size. The recommended admission value is  $TLI > 0.90$ . As for the criteria,  $> 0.90$  fit and  $0.80 < TLI < 0.90$  marginal fit.

### 3.6 Hypothesis testing

The decision whether or not the indicator variable is significant or not is made by comparing the p-value with the level of significance we choose ( $\alpha$ ). The amount of  $\alpha$  value is usually or conventionally set at 5% (0.05). If the t-value is greater than + 1.96 then the variable is said to be significant and if it is not then insignificant, this is the same if the p-value  $\leq 0.05$  then the indicator variable is said to be significant, while if the p-value is  $\geq 0.05$  then the indicator variable is said to be insignificant.



## **CHAPTER IV**

### **RESEARCH RESULTS AND DISCUSSION**

#### **4.1. Overview of Research Object/Subject**

The Body Shop is a cosmetics and body care brand known for its commitment to environmental sustainability, animal protection, and social justice. Founded in 1976 by Anita Roddick in Brighton, the company pioneered ethical consumerism by rejecting animal testing and supporting fair trade. The products are made from natural ingredients, such as tea tree oil and shea butter, and cover a wide range of categories, ranging from skincare, bath & body, haircare, make-up, to fragrance, with simple, recyclable packaging and transparent composition information. In 2006, the company was acquired by L'Oréal but still maintains ethical values and CSR activities. Today, The Body Shop has thousands of stores in various countries and is known as a brand that combines the beauty business with a social and environmental mission.

#### **4.2. Data Collection**

Data collection was carried out from June 7, 2025 to July 10, 2025. Data collection was carried out by distributing questionnaires online 3 times through various social media such as WhatsApp, Instagram and TikTok. The researcher also screened the results questionnaire to ensure that the respondents who fill out meet the criteria.

### 4.3. Respondent Description

Based on the results of data collection in the field through Google Form, the researcher obtained 240 research respondents. The results of the questionnaire also show an overview of the characteristics of the respondents based on their last education, occupation, gender, age and monthly expenses as follows.

#### 4.3.1 Use of The Body Shop Products

Respondents to this study must be individuals who have used The Body Shop products. The description of respondents based on the use of The Body Shop products is as follows.

**Table 4. 1**  
**The Body Soap Product Usage Data**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	240	100.0%
No	0	0.0%
<b>Total</b>	<b>240</b>	<b>100.0%</b>

(Source: Primary data, processed 2025)

All of the respondents in this study had used The Body Shop products. This condition shows that all respondents meet the research criteria so that they are able to provide a relevant assessment of the variables being studied.

#### 4.3.2 Gender

Descriptions of respondents by gender can be seen in the following table.

**Table 4. 2**  
**Gender Data**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	28	11.7%
Women	212	88.3%
<b>Total</b>	<b>240</b>	<b>100.0%</b>

(Source: Primary data, processed 2025)

The characteristics of respondents by gender showed that the number of female respondents was 212 people or 88.3%, while male respondents amounted to 28 people or 11.7%. These results show that the consumers of The Body Shop products in this study are dominated by women

#### 4.3.3 Age

The description of the study respondents by age can be seen in the following table.

**Table 4. 3**  
**Age Data**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
17–25 years old	108	45.0%
26–30 years	116	48.3%
> 30 years old	16	6.7%
<b>Total</b>	<b>240</b>	<b>100.0%</b>

(Source: Primary data, processed 2025)

The characteristics of respondents based on age showed that the majority of respondents were in the age range of 26–30 years with a total of 116 people or 48.3%. Respondents aged 17–25 years amounted to 108 people or 45.0%, while respondents over the age of 30 amounted to 16 people or 6.7%.

These results show that the respondents in this study are dominated by the young adult age group.

#### 4.3.4 Latest Education

Descriptions of respondents based on their last education can be seen in the following table.

**Table 4. 4**  
**Latest Education Data**

<b>Final Education</b>	<b>Frequency</b>	<b>Percentage</b>
Senior High School (SMA/MA)	73	30.4%
Higher Education (Diploma, Undergraduate, Postgraduate)	167	69.6%
<b>Total</b>	<b>240</b>	<b>100.0%</b>

(Source: Primary data, processed 2025)

The characteristics of respondents based on their last education showed that most of the respondents had a high school education level that included diplomas, undergraduates, and postgraduates. The number of respondents in this category was 167 people or 69.6%, while respondents with the last education of high school/MA amounted to 73 people or 30.4%.

#### 4.3.5 Expenditure

Descriptions of research respondents based on expenditure can be seen in the following table.

**Table 4. 5**  
**Expenditure Data**

<b>Expenditure</b>	<b>Frequency</b>	<b>Percentage</b>
1–2 million	117	48.8%
2–4 million	123	51.3%
<b>Total</b>	<b>240</b>	<b>100.0%</b>

(Source: Primary data, processed 2025)

Based on table 4.2, it shows that the total number of respondents used for this study was 240 people with the percentage of overall respondent participation (100%) having used cosmetic products from The Body Shop. The majority of respondents who use The Body Shop cosmetics are women, totaling 212 people (88.3%). The majority of respondents were in the range of 26-30 years with 116 respondents (48.3%). The majority of respondents had the last education of high school (Diploma, Bachelor, Postgraduate) as many as 167 respondents (69.9%). And the last criterion is expenditure. The majority of respondents' income is in the range of 2-4 million rupiah, 123 (51.3%).

#### **4.4. Instrument Quality Test**

The quality test of this research instrument was carried out to find out whether the research instrument met the valid and reliable criteria. The study consisted of 37 statements representing each variable. The quality of the instrument in this study was tested using the IBM AMOS 29 software program.

The results of the instrument quality test are as follows:

#### 4.4.1 Validity Test Results

The validity test was carried out using the AMOS 29.0 application. This test aims to see if the items in the questionnaire are valid or not (Ghozali, 2011). The tool used to measure validity in this study is CFA (Confirmatory Factor Analysis). The results of the validity measurement can be seen in the following table:

**Table 4.6**  
**Validity Test Results**

Indicator	Variable	Loading Factor	AVE
EWOM1	EWOM	0.742	0.725
EWOM2	EWOM	0.761	
EWOM3	EWOM	0.798	
EWOM4	EWOM	0.791	
EWOM5	EWOM	0.775	
PQ6	Perceived quality	0.783	0.753
PQ5	Perceived quality	0.754	
PQ4	Perceived quality	0.792	
PQ3	Perceived quality	0.837	
PQ2	Perceived quality	0.781	
PQ1	Perceived quality	0.812	
PRC4	Price	0.773	0.741
PRC3	Price	0.792	
PRC2	Price	0.795	
PRC1	Price	0.780	
BI1	Brand image	0.819	0.764
BI2	Brand image	0.790	
BI3	Brand image	0.829	
BI4	Brand image	0.832	
BI5	Brand image	0.737	
PD1	Purchase decision	0.822	0.799
PD2	Purchase decision	0.833	
PD3	Purchase decision	0.807	
PD4	Purchase decision	0.850	

(Source: Primary data, processed 2025)

Based on table 4.4, it can be concluded that all statement items from all variables in the questionnaire are valid because they have a loading factor value of more than 0.5 so that each statement item in the questionnaire is valid.

#### 4.4.2 Reliability Test Results

The reliability test is an instrument test measuring tool used to see the level of consistency of respondents in answering questionnaire questions (Ghozali, 2018). The formula used in the reliability test is Construct Reliability (C.R). The data in the study can be said to be reliable if it has a Construct Reliability (C.R) value  $> 0.7$ . The results of the reliability test in this study can be seen in the following table:

**Table 4. 7**  
**Reliability Test Results**

<b>Variable</b>	<b>Composite Reliability (CR)</b>
EWOM	0.795
Perceived quality	0.826
Price	0.758
Brand image	0.880
Purchase decision	0.768

Based on table 4.5, it can be seen that the results of the reliability test of the five variables in the study have a Construct Reliability value of more than 0.7 so that it can be concluded that all variable items in this study are reliable and the research instruments can be used in the next study.

**FEB UNDIP**

## **4.5 Research Results**

The hypothesis test in this study was carried out using the AMOS application version 29.0 with a testing tool in the form of SEM (Structural Equation Modeling) in accordance with the model developed in this study. Steps in the research hypothesis test:

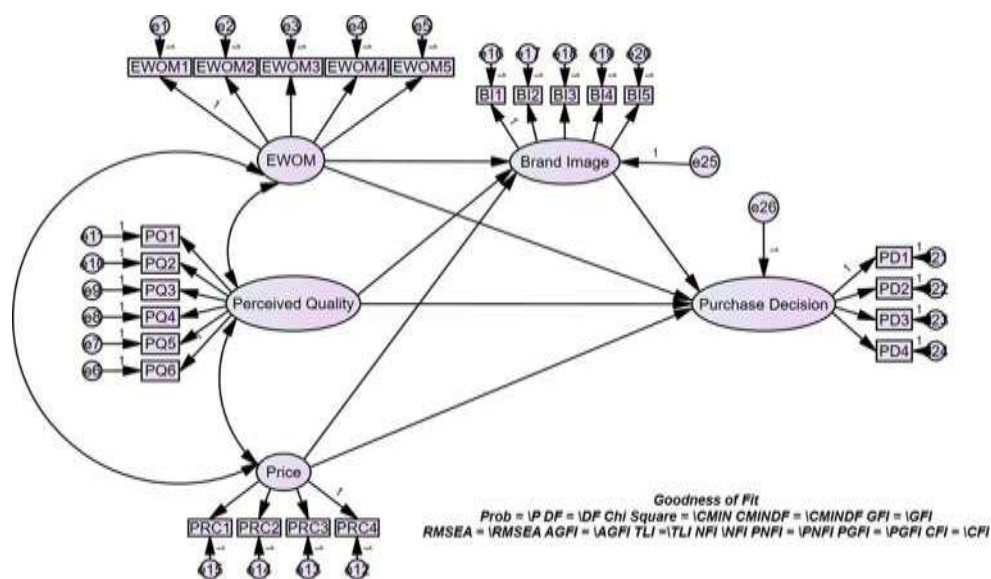
### **4.5.1 Development of Theoretical Models**

The first step taken in SEM is to identify theoretically the relationship between exogenous variables and endogenous variables which are derivatives of the theories and supporting journals used in this study. In the analysis process using SEM, the theory used in the research must be strong

### **4.5.2 Flowchart Development**

Once the model is theoretically developed, the next step to be done is to develop the research framework by drawing a flowchart (Path Diagram) from the research model. Here's a flowchart image:

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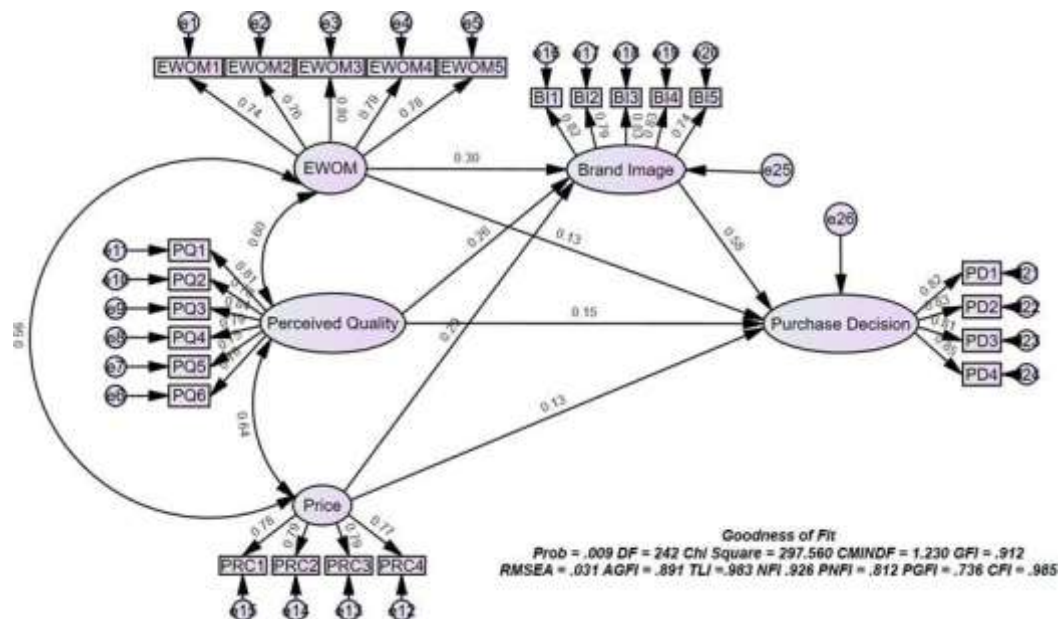
**Figure 4. 1**  
**Flowchart**

(Source: Primary data, processed 2025)

Figure 4.1 shows the relationship flow diagram of each variable in this study. The mediating variable in this study was the brand image variable marked with e25 (error 25), while the endogenous variable in this study was the purchase decision marked with e26 (error 26)

#### 4.5.3 Conversion of Flowcharts into Structural Equations

The next step to do after creating a flowchart is to convert it into a structural equation. The form of structural equations of this research model can be seen in the following figure:



**Figure 4. 2**  
**Structural Equations**

(Source: Primary data, processed 2025)

#### 4.5.4 Data Input Matrix and Model Estimation Techniques

The fourth step in the SEM model is to determine the data input matrix and estimation techniques used. In this study, the matrix input method used is the correlation and covariance matrix, while the estimation model used, namely the Maximum Likelihood (ML) estimation, the ML estimation has been fulfilled with the following assumptions

#### 4.5.5 Sample Size

The number of samples used in this study was 240 respondents. The determination of the number of samples in this study refers to the provision that states that the number of samples in the study is at least 30 to 500 samples

(Sekaran & Bougie, 2019). Based on these provisions, the sample size used in this study has met the assumptions needed in the SEM test.

#### 4.5.6 Data Normality

The data normality test is used to see whether the data in a study has a normal distribution or not. The normality test can be done by looking at the Assessment of Normality table on the Amos output and then comparing the c.r. (Critical ratio) value of the skewness value and the kurtosis of the data distribution. The critical value set is  $\pm 2.58$ , if the c.r. value is greater than the critical value, the data is declared abnormal, however, if the c.r. value is not from the absolute value  $\pm 2.58$ , then the data has a normal distribution. The results of the normality test of research data can be seen in the following table:

**Table 4. 8**  
**Assessment of Normality**

Indicators	Min	Max	Skew	C.R.	Kurtosis	C.R.
PD4	1.000	5.000	-0.047	-0.297	-0.308	-0.975
PD3	1.000	5.000	-0.300	-1.900	0.100	0.316
PD2	1.000	5.000	-0.349	-2.208	0.117	0.369
PD1	1.000	5.000	-0.133	-0.842	-0.568	-1.797
BI5	1.000	5.000	-0.164	-1.039	-0.113	-0.357
BI4	1.000	5.000	-0.205	-1.294	-0.234	-0.741
BI3	1.000	5.000	0.075	0.475	-0.457	-1.444
BI2	2.000	5.000	0.046	0.289	-0.527	-1.666
BI1	1.000	5.000	-0.068	-0.430	-0.280	-0.884
PRC1	2.000	5.000	0.243	1.540	-0.673	-2.129
PRC2	2.000	5.000	0.170	1.074	-0.682	-2.158
PRC3	2.000	5.000	-0.025	-0.158	-0.627	-1.983
PRC4	2.000	5.000	-0.143	-0.904	-0.516	-1.633
PQ1	2.000	5.000	0.179	1.132	-0.817	-2.585
PQ2	2.000	5.000	0.035	0.221	-0.618	-1.953
PQ3	2.000	5.000	0.060	0.382	-0.790	-2.497
PQ4	1.000	5.000	-0.204	-1.292	-0.291	-0.921
PQ5	2.000	5.000	0.065	0.409	-0.536	-1.694
PQ6	2.000	5.000	0.046	0.294	-0.639	-2.019

EWOM5	1.000	5.000	-0.335	-2.118	-0.054	-0.170
EWOM4	1.000	5.000	0.083	0.522	-0.543	-1.717
EWOM3	1.000	5.000	0.011	0.071	-0.308	-0.972
EWOM2	1.000	5.000	-0.140	-0.886	-0.292	-0.922
EWOM1	2.000	5.000	-0.053	-0.333	-0.475	-1.501
Multivariate					-10.4	-2.293

(Source: Primary data, processed 2025)

Based on table 4.8, it can be seen that all data have a normal multivariate distribution because the c.r. value in the data is below the absolute value of  $\pm 2.58$ , while the multivariate data in this study has a c.r. value of  $\pm 2.58$  of -2.293 so it can be said that the data in this study is normally distributed in a multivariate manner.

#### 4.5.7 Outlier Identification

The method used to see the evaluation of multivariate outliers is to look at the Mahalanobis Distance output value in AMOS. The standard used in the identification of this outlier is  $p < 0.001$  and there are 24 statement items so that the value of the Degree of Freedom used, which is 240. Based on the test results, the Chi-square value obtained is 51.17859778, which means that all data on the Mahalanobis Distance greater than 51.17859778 is a multivariate outlier. Here is the data of d-squared anobis:

**Table 4.9**  
**Outlier Test Results**

Observation Number	Mahalanobis d-squared	p1	p2
155	48.669	0.002	0.394
239	45.643	0.005	0.328
146	44.752	0.006	0.190
174	41.478	0.015	0.473
197	39.957	0.022	0.594

(Source: primary data, processed 2025)

Based on table 4.9 above, there are no cases of multivariate outliers in the data because the highest value of Mahalanobis d-squared in the data is 48,669 where this value is smaller than 51,17859778.

#### 4.5.8 Identification of Structural Models

The results of the estimate can be used to see whether or not there is an identification problem. SEM analysis can be performed if the model identification results state that the model is classified as over-identified. This identification was carried out by looking at the df value of the designed research model. The following is a table of structural model identification:\

**Table 4. 10**  
**Notes for Model**

<b>Number of distinct sample moments:</b>	300
<b>Number of distinct parameters to be estimated:</b>	58
<b>Degrees of freedom (300 - 58):</b>	242

(Source: primary data, processed 2025)

Based on table 4.10, it can be seen that the AMOS output for this research model obtained a model df value of 242. This shows that the model is included in the over confident category because it has a positive df value. Therefore, the data analysis in this study can be continued to the next stage

#### 4.5.9 Identification of Goodness of Fit Criteria

Before proceeding to the next test, the first step that must be taken is to take into account the goodness of Fit value to see to what extent the

hypothesized model matches the data sample or Fit. The following are the results of the Goodness of Fit test from this study:

**Table 4. 11**  
**Testing Goodness of Fit**

No	Index	Cut Off Value	Results	Model Evaluation
1	CMIN/DF	$\leq 2.00$	1.23	Fit
2	GFI	$\geq 0.90$	0.912	Fit
3	AGFI	$\geq 0.90$	0.891	Marginal
4	RMSEA	$\leq 0.08$	0.031	Fit
5	TLI	$\geq 0.90$	0.983	Fit
6	NFI	$\geq 0.90$	0.926	Fit
7	PNFI	$\leq 0.90$	0.812	Fit

(Source: primary data, processed 2025)

Based on table 4.12 above, the first criterion is known, namely Relative  $\chi^2$  or (CMIN/DF), is a model suitability index that calculates the goodness of the model with the number of estimated coefficients that are expected to achieve suitability. The result of CMIN/DF in this study is 1,230 this value is below the recommended value  $\leq 2.00$  so that this research model is included in the fit category.

The second criterion, the Goodness of Fit Index (GFI), aims to show the overall level of model suitability calculated from the square residual of the predicted model with actual data. The GFI value in this model is 0.912 where this value is greater than the recommended value, which is  $\geq 0.90$  so that the GFI value in this study is included in the fit category.

The third gof criterion is that AGFI is GFI (Goodness of Fit Index) which is matched with the ratio between the DF (Degree of Freedom) value proposed and the DF (Degree of Freedom) value of the null model. The AGFI

value of this study is 0.891, this value is below the recommended value, which is  $\geq 0.90$  so that the AGFI value in this study is included in the marginal category.

The fourth criterion is the Root Mean Square Error of Approximation (RMSEA), which is an index value used to compensate for the Chi-square value in a large sample. The RMSEA value in this model is 0.031 where this value is below the recommended value, which is  $\leq 0.08$ . So that the RMSEA value in this study is included in the fit category

The fifth criterion is the Tucker-Lewis Index (TLI) which is a match index that is not too influenced by the sample size in the study. The TLI value in this research model is 0.983 where this value is below the recommended value of  $\leq 0.90$  so that this research model is included in the fit.

The sixth criterion is the Normed Fit Index (NFI) of the suitability of the proposed model compared to the independent model (baseline model) which assumes that there is no relationship between variables. The NFI value in this research model is 0.926 where this value is below the recommended value of  $\leq 0.90$  so that this research model is included in the fit.

The seventh criterion is the Parsimony-Adjusted Normed Fit Index (PNFI) which is a modified NFI which is calculated the efficiency of the model. the PNFI value in this research model is 0.812 where this value is below the recommended value of  $\leq 0.90$  so that this research model is included in the fit. Based on the goodness of fit testing criteria above, seven criteria were obtained, one criterion of non-fit and one criterion of marginal fit.

#### 4.5.10 Hypothesis Testing

Hypothesis testing in this study aims to answer questions or statements and analyze the relationship of variables in the structural model of the research. The results of the research hypothesis test can be seen in the Regression Weight section which shows the coefficient of influence between variables, to determine whether the hypothesis is accepted, the provision that the Critical ratio (c.r) value has a value greater than 1.96 and the probability value (p) is smaller than  $\alpha = 0.05$ . the results of the hypothesis test from this study:

**Table 4. 12**  
**Direct Effect**

			Estimate	S.E.	C.R.	P
Brand image	<---	EWOM	0.349	0.089	3.948	***
Brand image	<---	Perceived quality	0.280	0.087	3.232	0.001
Brand image	<---	Price	0.318	0.089	3.554	***
Purchase decision	<---	EWOM	0.151	0.075	1.999	0.046
Purchase decision	<---	Perceived quality	0.157	0.073	2.146	0.032
Purchase decision	<---	Price	0.150	0.076	1.971	0.049
Purchase decision	<---	Brand image	0.592	0.079	7.532	***

(Source: primary data, processed 2025)

**Table 4. 13**  
**Indirect Effect**

		<u>Direct influence standardized</u>	Standardized indirect influence
	<u>Var. Dependency</u>		
Price	Purchase dication	0.135	0.169
Perceived quality	Purchase dication	0.146	0.154
EWOM	Purchase dication	0.129	0.176

(Source: primary data, processed 2025)

## 4.6 Discussion

### 4.6.1 The influence of ewom on brand image

Hypothesis 1 in this study, namely EWOM has an effect on brand image. From the results of this hypothesis test, it can be seen that the Regression Weight value is 0.349, while the Critical ratio (C.R.) value in this study is 3.948 where this value is greater than 1.96 so that it indicates that EWOM has an effect on brand image showing a positive regression weight value, while the probability value (P) of 0.000 is less than 0.05, this indicates that EWOM has a positive effect and significant to brand image.

Ewom or electronic word of mouth has an important role in shaping the brand image of a product, and body care offered by The Body Shop is no exception. Ewom covers several vital aspects such as user experience of a product, opinions and reviews.

Usually ewom is on digital platforms. Ewom forms the company's image because of the reviews or user experience of a product from a brand. This also applies to The Body Shop products. The Body Shop cosmetics and body care store has high ratings on digital platforms such as Tokopedia, Shoppe and Facebook. This forms the image of The Body Shop brand as a trusted multinational company in the field of cosmetics and body care. Ewom also helped shape the reputation of The Body Shop. This is a benchmark for consumers in buying the products offered. The existence of ewom convinces potential consumers to shop in the marketplace they like with their own preferences. The Body Shop is known to the wider community, one of the

reasons is the existence of this. So that The Body Shop brand outperforms several other brands such as Mustikaratu, Wardah or Oriflame. Although lately consumer preferences have shifted slightly to entry-level cosmetics. This research is in line with the research conducted by Lestari and Gunawan (2025); Majid and Rofiq (2023) who stated that ewom has a significant effect on brand image.

#### **4.6.2 The Influence of Perceived Quality on Brand Image**

Hypothesis 2 in this study, namely perceived quality has an effect on brand image. From the results of this hypothesis test, it can be seen that the Regression Weight value is 0.280, while the Critical ratio (C.R.) value in this study is 3.232 where this value is greater than 1.96 so that it indicates that perceived quality has an effect on brand image shows a positive regression weight value, while a probability value (P) of 0.001 is less than 0.05, indicating that Perceived has a positive and significant effect on brand image

The quality of the products in a cosmetic/body care brand builds the image of the brand. Quality perception is a subjective indicator given by consumers to a product. The perception of quality here is formed based on experience, information and confidence in consumers about the products to be purchased. The association of product quality is closely related to the image to be built. Consumers get to know cosmetics/ bodycare The Body Shop is a brand that has good product quality. Good product quality cannot be separated from the sophistication of raw material processing technology and the company's

responsibility to consumers as the 'king'. So that with this, The Body Shop's cosmetic / bodycare products are the result of raw materials, a good process that will later produce products with good product quality. Consumers consider The Body Shop to be able to produce good products so that The Body Shop brand is worthy of being taken into account and becomes a selling point in the midst of competition in the existing cosmetics/skincare/bodycare market. This research is in line with research conducted by Luchs & Kumar (2023) which states that perceived quality has a significant effect on brand image.

#### **4.6.3 Influence Price against Brand image**

Hypothesis 3 in this study, namely that price affects brand image. From the results of this hypothesis test, it can be seen that the Regression Weight value is 0.318, while the Critical ratio (C.R.) value in this study is 3.554 where this value is greater than 1.96 so that it indicates that EWOM has an effect on brand image showing the regression weight value positive, while the probability value (P) of 0.000 is less than 0.05, this indicates that perceived has a positive and significant effect on brand image

Price shapes the image of a brand. Price is the real value of a product or service. Price is not a determinant but a signal used by consumers in choosing a product or service. This also applies to cosmetics/skincare/bodycare products from The Body Shop brand. Consumers see the high price as a sign that the brand has luxury value. Luxury and price are two things that are interrelated. The high price is proportional to the quality of the product purchased. Luxury

goods attract the attention of middle-to-upper consumers. With this price, the classes are bent, so that there are entry level, medium and high (luxury) cosmetics. This price signal is responded to by consumers as a sign that the brand has a good value in the eyes of its consumers. The Body Shop is no exception. So that the existence of this 'luxury' is inherent in a brand, which will later attract its own class of consumers. The image is luxurious, quality, gives the impression of comfort and it exists and is inherent in the products offered by The Body Shop. The Javanese proverb says "Ana rega ana rupa" which implies that the price is expensive compared to a good brand even though it is subjective.

This research is in line with research conducted by Sundar & Noseworthy (2023); Hamilton & Chernev (2025); Voorhees et al. (2021) who stated that price affects brand image.

#### **4.6.4 Influence of E-WOM on Purchase decision**

Hypothesis 4 in this study, namely that EWOM has an effect on Purchase decision. From the results of this hypothesis test, it can be seen that the value of Regression Weight of 0.151, while the value of Critical ratio (C.R.) in this study is 1.999 where this value is greater than 1.96 so it indicates that EWOM has an effect on Brand image shows a positive regression weight value, while a probability value (P) of 0.046 is less than 0.05, indicating that EWOM has a positive and significant effect on Purchase decision.

Ewom has an influence on purchasing decisions. Reviews, opinions, evaluations of products through digital platforms help to form positive bonds. Consumers initially read reviews first before buying a product or service. The existence of this review helps consumers in choosing the desired product. Ewom can be used as a marker of the credible brand, besides that, ewom also helps consumers in choosing which products have the best rating. The existence of ewom is also an indication of how much nominal can be converted into a sale and generate real income. The Body Shop has several marketplaces including Shopee, Tokopedia which all have high star ratings. This shows that consumers who buy cosmetic products from The Body Shop feel satisfied. And indirectly attracts the interest of potential consumers to buy The Body Shop products through the desired marketplace or web.

This research is in line with research conducted by Babic Rosario, et. al. (2023); Schivinski, et. al. (2025); which states that ewom has an effect on purchase decisions.

#### **4.6.5 Effect of perceived quality on Purchase decision**

Hypothesis 5 in this study, namely perceived quality affects purchase decisions. From the results of this hypothesis test, it can be seen that the Regression Weight value is 0.157, while the Critical ratio (C.R.) value in this study is 2.146 where this value is greater than 1.96 so that it indicates that EWOM has an effect on the purchase decision showing a positive regression weight value, while the probability value (P) of 0.032 is less than 0.05 this

indicates that the perceived has a positive and significant effect on purchase decisions.

Cosmetics/ skincare/ bodycare have become commonplace in today's era. The importance of taking care of oneself is not only useful for the body itself, but also increases self-confidence, and social status. Therefore, the existence of cosmetics has penetrated into all segments, not only belonging to certain groups. Cosmetics that were once used by certain social segments are now used by all groups. A brand is also sensitive to this and makes market segmentation such as making middle-class to high-end tiered products. And that segmentation has an impact on the quality obtained by consumers. There are entry level products that are sold at more affordable prices with modest quality and there are also premium cosmetics with higher prices and good quality. The quality of quality cosmetics/skincare/bodycare products will provide an in-depth and memorable experience. The Body Shop is a high-quality cosmetic product that has good raw materials, processes and quality control. Therefore, consumers consider cosmetics from The Body Shop brand to be good. Quality products will attract consumers to buy the product. So that The Body Shop has a higher chance of being chosen to be a cosmetic for casual or formal purposes for its consumers.

This research is in line with research conducted by Magni, et. al. (2025); Grewal, et. al. (2021) which states that EWOM has an effect on purchase decisions.

#### 4.6.6 Influence of Price on Purchase decision

Hypothesis 6 in this study, namely that price has an effect on purchase decisions. From the results of this hypothesis test, it can be seen that the Regression Weight value is 0.150, while the Critical Ratio (C.R.) value in this study is 1.971 where this value is greater than 1.96 so that it indicates that price affects the purchase decision shows a positive regression weight value, while a probability value (P) of 0.049 is less than 0.05, this indicates that price has a positive and significant effect on the purchase decision.

The price of luxury cosmetics/skincare/bodycare at premium prices is attractive to some upper-middle-class people. Price is an important signal. After the pandemic, people are more selective in choosing the products used. Low budgeted daily necessities vs luxury goods both experienced a decline in sales. Apart from the recent situation, cosmetics from The Body Shop brand still view this brand as a good brand so that changes in consumption patterns or income do not have a significant effect on their loyalty to cosmetics from The Body Shop. According to loyal consumers, there is a high price, which is spent to buy products from The Body Shop in proportion to the quality of the products they get. So that this triggers potential consumers to also buy similar products. Or at least it will be a priority when the economy will improve. So that the high price, for loyal consumers, will buy the desired product.

This research is in line with research conducted by Hamilton & Chernev (2025); Voorhees, et. al. (2021); which states that ewom has an effect on purchase decisions.

#### 4.6.7 The Influence of Brand Image on Purchase Decision

Hypothesis 7 in this study, namely brand image has an effect on purchase decisions. From the results of this hypothesis test, it can be seen that the Regression Weight value is 0.592, while the Critical ratio (C.R.) value in this study is 7.532 where this value is greater than 1.96 so that it indicates that brand image has an effect on purchase decisions shows a positive regression weight value, while a probability value (P) of 0.000 is less than 0.05, this indicates that price has a positive and significant effect on the purchase decision.

Cosmetics and (or bodycare) play a vital role in people's lives these days. This is because the existence of cosmetics in people's minds has a strong impression and involves the emotions of the wearer. Cleanliness, the tagline clean and beauty beauty, aesthetics, all circles are no exception to pregnant women. The Body Shop is a multinational company that upholds sustainability and is environmentally friendly. This effect is what is attached to The Body Shop products.

The strong branding of The Body Shop allows consumers to choose wisely or make a selection of products to be used. Besides good quality, The Body Shop is able to dry their products as products that do not use animal elements as a trial. In the midst of increasingly competitive market competition, clarity on multak products is needed to attract consumers. Therefore, the image of The Body Shop cosmetic brand makes consumers feel interested. This research is in line with research conducted by Sundar &

Kardes (2024); Keller & Swaminathan (2023) stated that ewom affects purchase decisions.

The overall results of the study show that E-WOM, perceived quality, and price have a positive influence on brand image and purchase decision. Brand image also plays a role in driving consumer purchasing decisions (Babic Rosario et al., 2023; Schivinski et al., 2025).

#### **4.6.8 The influence of E-WOM on Purchase Decision through Brand image**

The test results showed that the indirect influence of E-WOM on purchase decisions through brand image had a significance value of 0.176. This shows that brand image is not able to play an intervening variable in the influence of E-WOM on purchase decisions at The Body Shop. This result can occur because consumers do not completely use E-WOM information as the basis for shaping brand perception. Information circulating in digital media is sometimes considered inconsistent and less credible, so it is not strong enough to form a brand image (Apriandi et al, 2024). As a result, even if E-WOM is accepted by consumers, it does not effectively translate into brand image perceptions that can drive purchase decisions.

These results are in line with research conducted by Ukasyah et al. (2025) which found that E-WOM does not have a significant effect on buying interest through brand image. Similar findings are also shown by Fauzi (2023) who states that the role of brand image cannot be a mediator in the relationship between E-WOM and purchase decisions.

#### **4.6.9 The influence of Perceived Quality to Purchase Decision through Brand image**

The test results showed that the influence of perceived quality on purchase decisions through brand image had a p value of 0.154. These findings show that brand image is not able to be an intervening variable in the influence of perceived quality on purchase decisions at The Body Shop. This condition can be explained that the perception of quality owned by consumers tends to be direct to purchasing decisions without having to go through the formation of a brand image first. Consumers who have assessed the quality of a product will focus more on the functional benefits and experience of using the product (Talahatu, 2024), so that purchase decisions are more influenced by direct quality evaluation than through brand image perception.

The strong positioning of The Body Shop as a widely known brand can also cause the brand image to be a relatively stable variable, so that changes in perceived quality do not significantly affect the brand image. The results of this study are in line with Billyyando & Tyas (2025) who found that brand image does not play a significant role as a mediator in the relationship between perceived quality and purchase decision. Similar findings were also put forward by Rosmaniar et al. (2022) who stated that brand image is not able to mediate the influence of product quality on purchase decisions.

#### **4.6.10 The influence of Price on Purchase Decision through Brand image**

The test results showed that the indirect influence of price on purchase decisions through brand image had a significance value of 0.169. These findings

show that price does not influence purchasing decisions through brand image on The Body Shop. This condition can be explained that the price set by The Body Shop tends to have been perceived as part of the premium and value-based brand positioning, so that the change in price perception does not significantly affect the formation of the brand image. Consumers who purchase The Body Shop products have understood and accepted the price level as a consequence of the quality, ethics and sustainability value offered, so the purchase decision is based more on direct consideration of the price and perceived value.

These results are in line with the research of Nugraha et al. (2026) who found that brand image does not play a significant role as a mediator in the relationship between price and purchase decisions. Similar findings were also put forward by Ibrahim et al. (2025) who stated that price does not affect purchasing decisions through brand image.

## CHAPTER V

### CONCLUSIONS, LIMITATIONS OF RESEARCH AND SUGGESTIONS

#### 5.1. Conclusion

Based on the results of data analysis and testing that has been carried out using the Amos application program version 29.0 as an analysis tool in testing 10 research hypotheses, the following conclusions are obtained:

1. Ewom has a positive effect on brand image
2. Perceived quality has a positive effect on brand image
3. Price has a positive effect on brand image
4. Ewom has a positive effect on purchase decisions
5. Perceived quality has a positive effect on purchase decisions
6. Price affects the purchase decision
7. Price has a positive effect on purchase decisions
8. Ewom has no effect to purchase decision through brand image
9. Perceived quality has no effect to purchase decision through brand image
10. Price has no effect to purchase decision through brand image

#### 5.2 Implications

##### 5.2.1 Theoretical implications

The results of this study contribute to the development of consumer behavior and marketing theories, especially those related to purchasing

decisions. The findings of the study show that electronic word of mouth (E-WOM), perceived quality, and price have a positive influence on brand image. These results reinforce the view in marketing theory that consumer perception of a brand is formed through corporate communication, consumer interaction in the digital environment, perception of product quality, and assessment of the price offered.

The results of the study also show that E-WOM, perceived quality, and price have a positive effect on purchase decisions. These findings reinforce the theory of consumer behavior that states that purchasing decisions are influenced by external information factors, product quality perceptions, and consideration of the value consumers derive from the price paid. This research expands on an empirical study that places E-WOM as one of the important sources of information in the consumer decision-making process in the digital era.

This research also shows that brand image is formed through a combination of digital communication factors, quality perception, and price. These results provide empirical support for the concept that brand image acts as a representation of consumer perception of a product or brand that can influence purchasing behavior.

### **5.2.2 Practical implications**

The results of this study provide several practical implications for the company. The findings of the study show that E-WOM has a positive effect on brand image and purchase decisions, so companies need to encourage the creation of positive reviews and recommendations from consumers through

various digital platforms such as social media, forums, and marketplaces. Companies can improve digital marketing activities, build interactions with consumers, and provide satisfying product experiences so that consumers are encouraged to share their positive experiences.

Perceived quality has also been proven to have a positive effect on brand image and purchase decisions. These results show that companies need to maintain product quality. Efforts to improve product quality can strengthen consumers' positive perception of the brand and increase the likelihood of a purchase. Price also has a positive influence on brand image and purchase decisions. These results show that companies need to set a pricing strategy that is in line with the value perceived by consumers. Prices that are considered reasonable and proportionate to the quality of the product can strengthen the brand image and encourage consumers to make purchases.

### **5.3 Research Limitations**

This study has several limitations that need to be considered in interpreting the research results. The first limitation relates to the data collection process. Data collection was carried out using a questionnaire to respondents who had used The Body Shop products, so the answers given were highly dependent on the subjective perception and level of understanding of each respondent to the statements in the questionnaire. In addition, the questionnaire distribution process also faces obstacles such as limited filling time, as well as limited researcher control over the conditions when respondents fill out

questionnaires, so that it has the potential to affect the consistency of the answers given.

Another limitation relates to the results of the evaluation of the research model. Although most indicators of goodness of fit show good results, there are still some indices that are in the marginal category, so the model used does not fully represent the empirical conditions optimally. This condition shows that there is still a possibility that there are other variables outside the research model that can also affect the relationship between the variables being studied.

#### **5.4 Suggestions**

Based on the results of the research, suggestions for several parties were written as follows.

##### **1. Share The Body Shop**

The brand image of The Body Shop is firmly attached to the minds of consumers as cosmetics, skincare and body care that uphold sustainability and environmental friendliness. Because the firm branding makes the price too high so that it is less appreciated by potential consumers. This is evidenced by the decline in sales. It is better for The Body Shop to make a cheaper product line, this is because at this time the global economy is not healthy. The implication is that only loyal consumers give premium products to The Body Shop, so sales decrease.

##### **2. For Academics**

The results of this research are expected to be a reference in the treasury and increase material understanding of the contents of marketing issues, especially about price, product quality, perception and buying interest.

### 3. For the Next Researcher

This decline in sales is a global condition that deserves to be studied more deeply in relation to the sales of goods and services globally. The decline in sales as stated by the researcher at the beginning of this study shows a decline in cosmetic sales from multinational brands due to a decline in purchasing power globally. This decline covers all sectors, causing a wave of layoffs in several major cities in Indonesia. The researcher's advice to the next researcher is to research other multinational companies such as Unilever, Indofood, or Nike.



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APPENDIX

Appendices 1 Data Tabulation

EWO M1	EWO M2	EWO M3	EWO M4	EWO M5	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PRC 1	PRC 2	PRC 3	PRC 4	BI 1	BI 2	BI 3	BI 4	BI 5	PD 1	PD 2	PD 3	PD 4
3	2	3	3	2	2	3	2	2	2	3	3	2	2	2	2	3	2	2	2	1	1	1	1
2	2	2	3	2	3	4	3	4	3	3	3	4	3	4	3	3	3	3	3	2	3	3	2
4	4	3	4	4	4	3	3	4	4	3	4	4	3	4	4	3	4	4	4	3	3	3	3
3	4	3	3	4	3	3	3	3	4	3	4	4	3	4	4	3	3	4	3	3	3	3	3
3	2	2	2	2	2	2	2	2	3	3	3	4	3	3	2	3	2	2	3	2	2	1	2
4	3	4	3	4	4	3	4	4	3	3	3	4	3	3	3	3	4	4	3	2	3	3	3
5	5	5	5	5	4	5	5	5	4	4	4	4	5	5	4	4	3	4	4	4	4	4	3
3	3	4	4	4	3	3	3	4	4	3	4	4	3	4	4	3	3	3	3	2	3	2	3
3	3	3	4	4	3	3	3	3	3	3	4	4	3	4	3	3	3	3	3	2	3	3	2
4	4	3	3	4	3	3	4	3	3	3	3	4	3	4	4	4	3	4	3	3	3	2	3
4	3	4	3	4	3	4	4	3	3	3	3	3	3	4	3	4	3	4	3	3	2	2	2
3	3	4	4	3	4	4	4	3	3	3	4	3	3	4	3	3	3	4	4	2	3	3	2
3	4	3	4	4	4	3	3	4	3	4	4	3	3	4	4	3	3	4	4	3	3	3	2
4	3	3	3	3	5	5	4	5	5	4	3	3	4	3	5	5	5	5	5	4	4	4	4
4	3	4	4	4	4	3	4	3	3	4	3	3	4	4	3	4	3	3	3	2	3	2	2
4	4	5	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	3	3	3	4
3	4	3	3	4	4	3	3	3	3	3	4	3	3	4	3	3	3	3	3	3	2	3	2
3	3	4	4	3	2	3	2	3	3	2	4	3	4	4	3	2	3	2	2	2	3	3	2
2	2	2	2	3	3	2	2	2	3	3	3	3	2	2	3	3	3	3	3	2	1	2	1

4	4	3	3	3	4	3	4	4	3	3	2	2	3	2	4	4	3	3	3	3	3	2	2
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4	4	3	3	3	3	4	3	4	3	4	4	3	4	3	2	2	2	2	1	1	1	1

## Appendices 2 Respondent Characteristics

Have used The Body Shop products	Frequency	Percentage
Yes	240	100.0%
No	0	0.0%
Total	240	100.0%

Gender	Frequency	Percentage
Male	28	11.7%
Women	212	88.3%
Total	240	100.0%

Age	Frequency	Percentage
17-25 years old	108	45.0%
26-30 years	116	48.3%
> 30 years old	16	6.7%
Total	240	100.0%

Final Education	Frequency	Percentage
Senior High School (SMA/MA)	73	30.4%
Higher Education (Diploma, Undergraduate, Postgraduate)	167	69.6%
Total	240	100.0%

Expenses to buy skincare/cosmetics monthly (rupiah)	Frequency	Percentage
100-250 thousand	24	10.0%
250-500 thousand	138	57.5%
500-750 thousand	73	30.4%
>750K	5	2.1%
Total	240	100.0%

### Appendices 3 Validity Test Results

	Estimate
EWOM1 <--- EWOM	.742
EWOM2 <--- EWOM	.761
EWOM3 <--- EWOM	.798
EWOM4 <--- EWOM	.791
EWOM5 <--- EWOM	.775
PQ6 <--- Perceived Quality	.783
PQ5 <--- Perceived Quality	.754
PQ4 <--- Perceived Quality	.792
PQ3 <--- Perceived Quality	.837
PQ2 <--- Perceived Quality	.781
PQ1 <--- Perceived Quality	.812
PRC4 <--- Price	.773
PRC3 <--- Price	.792
PRC2 <--- Price	.795
PRC1 <--- Price	.780
BI1 <--- Brand Image	.819
BI2 <--- Brand Image	.790
BI3 <--- Brand Image	.829
BI4 <--- Brand Image	.832
BI5 <--- Brand Image	.737
PD1 <--- Purchase Decision	.822
PD2 <--- Purchase Decision	.833
PD3 <--- Purchase Decision	.807
PD4 <--- Purchase Decision	.850

### Appendices 4 Reliability Test Results

Indicator	Variable	Loading Factor	Error	Loading2	$\Sigma$ loading	$(\Sigma$ loading) <sup>2</sup>	CR
EWOM1	<--- EWOM	0.742	0.258	0.551	3.867	14.954	<b>0.795</b>
EWOM2	<--- EWOM	0.761	0.239	0.579			
EWOM3	<--- EWOM	0.798	0.202	0.637			
EWOM4	<--- EWOM	0.791	0.209	0.626			
EWOM5	<--- EWOM	0.775	0.225	0.601			
PQ6	<--- Perceived Quality	0.783	0.217	0.613	4.759	22.648	<b>0.826</b>
PQ5	<--- Perceived Quality	0.754	0.246	0.569			
PQ4	<--- Perceived Quality	0.792	0.208	0.627			
PQ3	<--- Perceived Quality	0.837	0.163	0.701			
PQ2	<--- Perceived Quality	0.781	0.219	0.610			
PQ1	<--- Perceived Quality	0.812	0.188	0.659			
PRC4	<--- Price	0.773	0.227	0.598	3.140	9.860	<b>0.758</b>
PRC3	<--- Price	0.792	0.208	0.627			
PRC2	<--- Price	0.795	0.205	0.632			
PRC1	<--- Price	0.780	0.220	0.608			
BI1	<--- Brand Image	0.819	0.181	0.671	7.319	53.568	<b>0.880</b>
BI2	<--- Brand Image	0.790	0.210	0.624			
BI3	<--- Brand Image	0.829	0.171	0.687			
BI4	<--- Brand Image	0.832	0.168	0.692			
BI5	<--- Brand Image	0.737	0.263	0.543			
PD1	<--- Purchase Decision	0.822	0.178	0.676	3.312	10.969	<b>0.768</b>
PD2	<--- Purchase Decision	0.833	0.167	0.694			
PD3	<--- Purchase Decision	0.807	0.193	0.651			
PD4	<--- Purchase Decision	0.850	0.150	0.723			

## Appendices 5 Classical Assumption Test Results

### NORMALITY TEST

Variable	min	max	Skew	Q.C.	Kurtosis	Q.C.
PD4	1.000	5.000	-.047	-.297	-.308	-.975
PD3	1.000	5.000	-.300	-1.900	.100	.316
PD2	1.000	5.000	-.349	-2.208	.117	.369
PD1	1.000	5.000	-.133	-.842	-.568	-1.797
BI5	1.000	5.000	-.164	-1.039	-.113	-.357
BI4	1.000	5.000	-.205	-1.294	-.234	-.741
BI3	1.000	5.000	.075	.475	-.457	-1.444
BI2	2.000	5.000	.046	.289	-.527	-1.666
BI1	1.000	5.000	-.068	-.430	-.280	-.884
PRC1	2.000	5.000	.243	1.540	-.673	-2.129
PRC2	2.000	5.000	.170	1.074	-.682	-2.158
PRC3	2.000	5.000	-.025	-.158	-.627	-1.983
PRC4	2.000	5.000	-.143	-.904	-.516	-1.633
PQ1	2.000	5.000	.179	1.132	-.817	-2.585
PQ2	2.000	5.000	.035	.221	-.618	-1.953
PQ3	2.000	5.000	.060	.382	-.790	-2.497
PQ4	1.000	5.000	-.204	-1.292	-.291	-.921
PQ5	2.000	5.000	.065	.409	-.536	-1.694
PQ6	2.000	5.000	.046	.294	-.639	-2.019
EWOM5	1.000	5.000	-.335	-2.118	-.054	-.170
EWOM4	1.000	5.000	.083	.522	-.543	-1.717
EWOM3	1.000	5.000	.011	.071	-.308	-.972
EWOM2	1.000	5.000	-.140	-.886	-.292	-.922
EWOM1	2.000	5.000	-.053	-.333	-.475	-1.501
<b>Multivariate</b>					<b>-10.458</b>	<b>-2.293</b>

### OUTLIER TEST

$$\chi^2 (24; 0.001) = 51.17859778$$

Observation number	Mahalanobis d-squared	p1	p2
155	48.669	.002	.394
239	45.643	.005	.328

Observation number	Mahalanobis d-squared	p1	p2
146	44.752	.006	.190
174	41.478	.015	.473
197	39.957	.022	.594
138	39.721	.023	.472
127	39.682	.023	.321
128	38.218	.033	.536
121	36.552	.048	.826
38	36.118	.053	.830
105	34.934	.069	.948
160	34.705	.073	.939
117	34.566	.075	.918
237	34.488	.076	.883
187	34.196	.081	.885
62	34.050	.084	.860
179	33.766	.089	.866
126	33.658	.091	.834
1	31.728	.134	.997
2	31.506	.140	.997
18	30.731	.162	1.000
210	30.713	.162	.999
60	30.705	.162	.999
203	30.376	.173	.999
113	30.233	.177	.999
172	29.920	.187	1.000
111	29.866	.189	1.000
76	29.855	.190	.999
162	29.854	.190	.998
41	29.767	.193	.998
224	29.747	.193	.997
80	29.665	.196	.996
185	29.515	.201	.996
125	29.462	.203	.995
151	29.277	.210	.996

Observation number	Mahalanobis d-squared	p1	p2
144	29.235	.211	.994
136	29.190	.213	.991
32	28.767	.229	.997
188	28.631	.234	.997
29	28.536	.238	.997
22	28.467	.241	.997
66	28.430	.242	.995
25	28.284	.248	.996
61	28.187	.252	.995
226	27.922	.263	.998
233	27.800	.269	.998
59	27.773	.270	.997
213	27.717	.272	.996
130	27.618	.276	.996
20	27.502	.282	.996
240	27.477	.283	.995
238	27.461	.283	.992
171	27.417	.285	.990
222	27.380	.287	.987
228	27.334	.289	.985
196	26.941	.307	.995
52	26.940	.307	.993
5	26.668	.320	.997
95	26.637	.322	.996
178	26.636	.322	.994
209	26.579	.324	.993
70	26.349	.336	.996
163	26.271	.340	.996
166	26.210	.343	.995
33	26.203	.343	.993
44	26.189	.344	.990
143	26.095	.348	.991
192	26.061	.350	.988

Observation number	Mahalanobis d-squared	p1	p2
103	26.032	.352	.985
134	26.021	.352	.980
6	25.915	.358	.981
71	25.887	.359	.977
194	25.798	.363	.977
201	25.610	.373	.985
149	25.601	.374	.980
23	25.573	.375	.975
39	25.558	.376	.967
214	25.514	.378	.963
56	25.410	.384	.966
101	25.357	.387	.962
207	25.345	.387	.951
37	25.263	.392	.952
12	25.262	.392	.937
42	25.192	.395	.935
82	25.008	.405	.954
118	24.947	.409	.951
122	24.804	.416	.962
100	24.799	.417	.950
142	24.738	.420	.947
156	24.726	.421	.934
223	24.636	.426	.937
19	24.607	.427	.926
112	24.577	.429	.914
165	24.568	.430	.895
14	24.380	.440	.926
11	24.261	.447	.936
65	24.244	.448	.923
36	24.104	.456	.938
236	24.051	.459	.934
189	24.039	.459	.918

MULTICOLLINEARITY

Simple Covariance (Group number 1)

	PD4	PD3	PD2	PD1	BS	BS4	BS3	BS2	BS1	PRC1	PRC2	PRC3	PRC4	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	EWD10	EWD14	EWD18	EWD12	EWD16		
PD4	780																									
PD3	474	612																								
PD2	530	417	676																							
PD1	474	446	468	688																						
BS	378	286	318	291	608																					
BS4	448	378	408	406	422	741																				
BS3	430	406	399	387	401	505	707																			
BS2	385	311	331	333	390	417	433	608																		
BS1	422	369	369	386	369	471	449	428	680																	
PRC1	302	227	252	270	177	263	245	196	204	800																
PRC2	347	210	281	307	192	311	273	244	257	394	643															
PRC3	352	250	299	285	248	296	299	256	306	373	399	629														
PRC4	337	250	248	273	195	300	276	242	258	375	382	375	608													
PQ1	358	263	300	325	234	322	320	302	264	259	288	275	220	660												
PQ2	340	254	254	286	185	289	270	264	232	268	259	264	209	440	640											
PQ3	403	284	310	303	248	325	297	294	273	269	313	302	262	463	410	683										
PQ4	348	284	308	307	220	269	277	263	276	255	238	288	210	398	404	430	675									
PQ5	320	231	222	235	181	249	257	234	217	213	237	232	176	381	367	370	388	365								
PQ6	312	238	246	271	213	255	285	243	239	218	238	283	220	398	381	459	419	342	635							
EWD10	336	235	219	288	234	304	222	240	348	251	214	225	238	220	234	251	275	226	209	648						
EWD14	333	294	340	307	284	328	274	225	267	233	232	268	230	239	233	248	230	238	231	448	708					
EWD18	330	270	325	264	260	290	289	247	221	172	237	241	237	250	248	285	273	212	246	409	409	854				
EWD12	376	248	302	294	301	290	281	248	228	390	214	234	216	261	209	242	234	241	209	568	415	-408	676			
EWD16	260	198	287	226	217	267	242	214	223	323	167	201	172	210	231	230	268	174	218	344	364	380	384	597		

Covariance matrix = 64.381

Eigenvalues

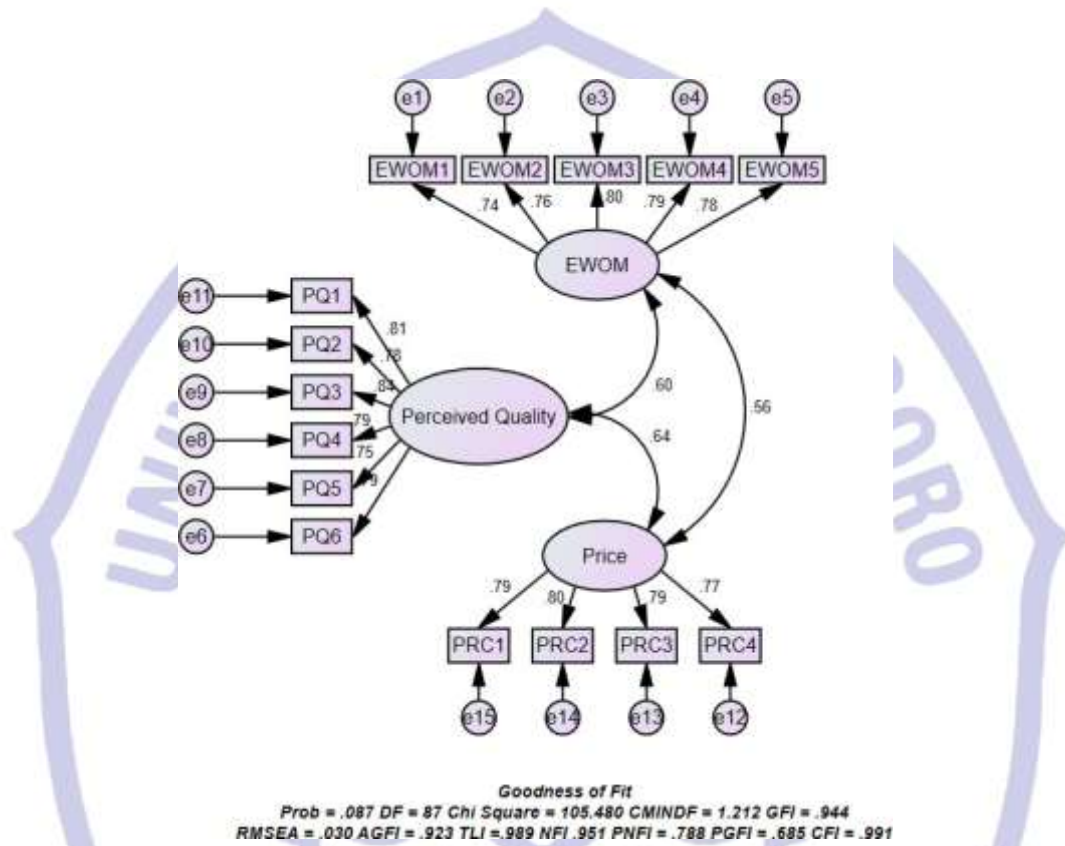
7.417 1.208 1.123 891 330 378 369 321 315 301 271 261 252 242 236 207 199 191 186 177 153 140 126 116

Determinant of simple covariance matrix = 0.00



## Appendices 6 CFA Results

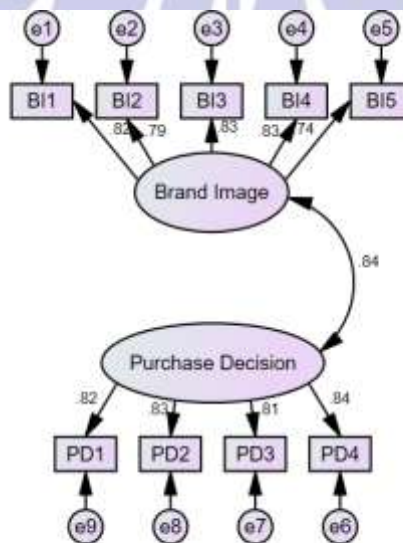
### EXOGENOUS VARIABLE



No.	Index	Cut off Value	Results	Model Evaluation
		Expected		
1	Chi – square	small	105.48	Fit
2	Significance of probability	$\geq 0.05$	0.087	Fit
3	CMIN/DF	$\leq 2.00$	1.212	Fit
4	GFI	$\geq 0.90$	0.944	Fit
5	AGFI	$\geq 0.90$	0.923	Fit
6	RMSEA	$\leq 0.08$	0.03	Fit
7	TLI	$\geq 0.95$	0.989	Fit
8	CFI	$\geq 0.90$	0.991	Fit

	Estimate
EWOM1 <--- EWOM	.740
EWOM2 <--- EWOM	.761
EWOM3 <--- EWOM	.798
EWOM4 <--- EWOM	.788
EWOM5 <--- EWOM	.780
PQ6 <--- Perceived Quality	.786
PQ5 <--- Perceived Quality	.755
PQ4 <--- Perceived Quality	.793
PQ3 <--- Perceived Quality	.836
PQ2 <--- Perceived Quality	.782
PQ1 <--- Perceived Quality	.809
PRC4 <--- Price	.770
PRC3 <--- Price	.789
PRC2 <--- Price	.796
PRC1 <--- Price	.785

INGENEOUS VARIABLE



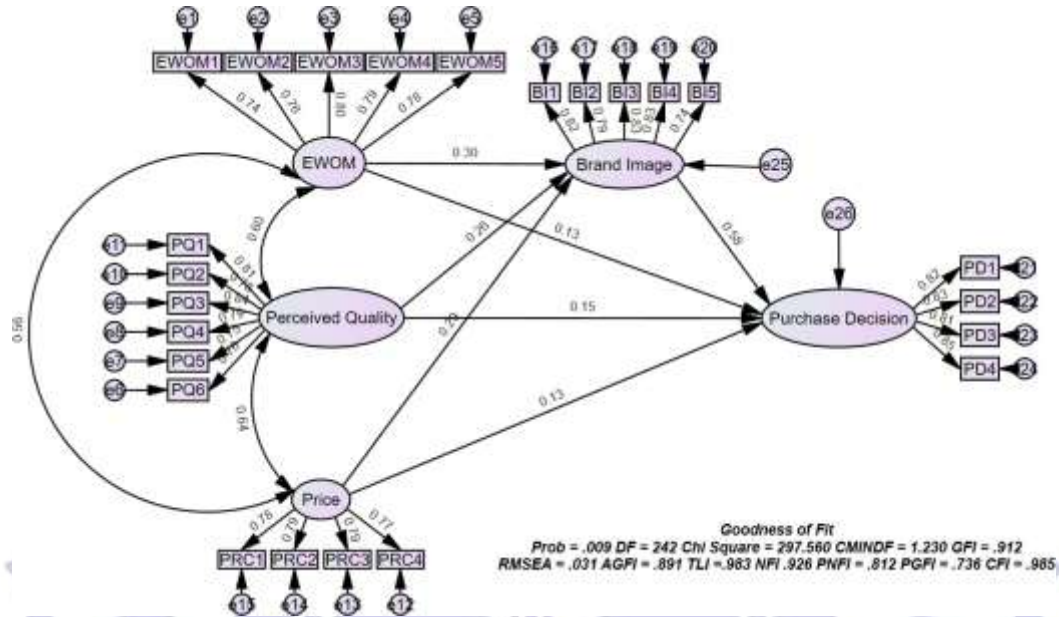
Goodness of Fit  
 Prob = .095 DF = 26 Chi Square = 35.846 CMINDF = 1.379 GFI = .969  
 RMSEA = .040 AGFI = .947 TLI = .991 NFI = .976 PNFI = .705 PGFI = .560 CFI = .993

No.	Index	Cut off Value	Results	Model Evaluation
		Expected		
1	Chi – square	small	35.846	Fit
2	Significance of probability	$\geq 0.05$	0.095	Fit
3	CMIN/DF	$\leq 2.00$	1.379	Fit
4	GFI	$\geq 0.90$	0.969	Fit
5	AGFI	$\geq 0.90$	0.947	Fit
6	RMSEA	$\leq 0.08$	0.04	Fit
7	TLI	$\geq 0.95$	0.991	Fit
8	CFI	$\geq 0.90$	0.993	Fit

	Estimate
BI1 <--- Brand Image	.822
BI2 <--- Brand Image	.788
BI3 <--- Brand Image	.830
BI4 <--- Brand Image	.830
BI5 <--- Brand Image	.736
PD4 <--- Purchase Decision	.845
PD3 <--- Purchase Decision	.814
PD2 <--- Purchase Decision	.833
PD1 <--- Purchase Decision	.820

FEB UNDIP

Appendices 7 Full Model



Index	Cut off Value	Results	Model Evaluation
Chi – square	Expected small	297.56	Marginal
Significance of probability	≥ 0.05	0.009	Not Fit
CMIN/DF	≤ 2.00	1.23	Fit
GFI	≥ 0.90	0.912	Fit
AGFI	≥ 0.90	0.891	Marginal
RMSEA	≤ 0.08	0.031	Fit
TLI	≥ 0.90	0.983	Fit
NFI	≥ 0.90	0.926	Fit
PNFI	≤ 0.90	0.812	Fit

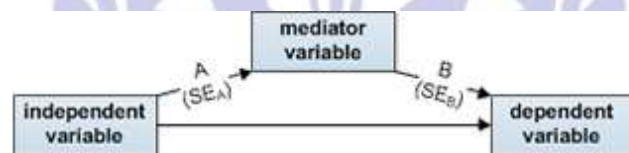
SEMARANG  
 FEB UNDIP

## Appendices 8 Hypothesis Test Results

### DIRECT INFLUENCE

			Estimate	S.E.	C.R.	P
Brand Image	<---	EWOM	.349	.089	3.948	***
Brand Image	<---	Perceived Quality	.280	.087	3.232	.001
Brand Image	<---	Price	.318	.089	3.554	***
Purchase Decision	<---	EWOM	.151	.075	1.999	.046
Purchase Decision	<---	Perceived Quality	.157	.073	2.146	.032
Purchase Decision	<---	Price	.150	.076	1.971	.049
Purchase Decision	<---	Brand Image	.592	.079	7.532	***

### SOBEL TEST



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

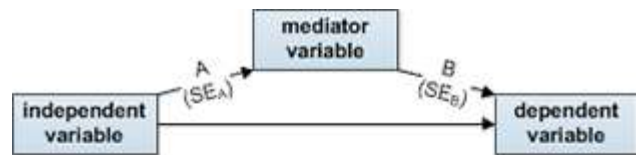
**Calculate!**

Sobel test statistic: 3.47439844

One-tailed probability: 0.0002560

Two-tailed probability: 0.0005120

FEB UNDIP



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

**Calculate!**

Sobel test statistic: 2.95719293

One-tailed probability: 0.00155227

Two-tailed probability: 0.00310454

### INDIRECT INFLUENCE

### STANDARDIZED DIRECT INFLUENCE

	Price	Perceived Quality	EWOM	Brand Image	Purchase Decision
Brand Image	.290	.265	.303	.000	.000
Purchase Decision	.135	.146	.129	.582	<u>.000</u>

### STANDARDIZED INDIRECT INFLUENCE

	Price	Perceived Quality	EWOM	Brand Image	Purchase Decision
Brand Image	.000	.000	.000	.000	.000
Purchase Decision	.169	.154	.176	.000	.000