

The impact of ewom and perceived quality on purchase intention and purchase decision

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Abstract

The purpose of this research is to determine the effect of EWOM and Perceived Quality on Purchase Intention and Purchase Decision of Somethinc in Samarinda the type of data used in this research is quantitative data by using primary data and questionnaire is the research instrument. In this research the population is all consumers who have bought and used Somethinc products. The sampling technique used is accidental sampling and data sampling was obtained 102 respondents. The data was collected by using online questionnaire given directly to the respondents via Google Form. Data analysis using multiple linear regression with the help of PLS (Partial Least Square) Version 3. The result obtained shows that (1) EWOM has an insignificant positive effect on Purchase Intention. (2) Perceived Quality has significant positive effect on Purcahse Intention. (3) EWOM has an insignificant positive effect on Purchase Decision. (4) Perceived Quality has significant positive effect onPurchase Decision. (5) Purchase Intention has significant positive effect on Purchase Decision.

Key words: EWOM; perceived quality; purchase intention; purchase decision

INTRODUCTION

Introduction of mass advertising, customers continued to be subjected to an overwhelming number of commercials. This was on the one hand, a perfect way for customers to gain knowledge about companies' goods and services (Erkan & Evans, 2014). Customer reviews are usually published by online for a product or service based on their use or familiarity of the product or service. It is published specifically by the customer on the e-retailer website (Amin, 2019). Electronic word of mouth is any positive or negative statement posted by future, current or former consumers regarding a product or company made accessible to a wide number of individuals and organizations on the Internet (Prasad et al., 2017).

Nowadays, this phenomenon is widespread in almost every region, and the business world should pay more attention to it. Currently, customers have more control because, unlike conventional advertising, people tend to trust people not advertisements or marketers. More customers listen and believe in suggestions of their families or friends. Current analysis points out that electronic word of mouth increases customer's purchasing intentions by evolving customer perception, primarily through the internet. EWOM allows it easy for customers to obtain product details, customers can easily recognize the status of the brand. In short, customers familiar with online communities due to the growth of internet have increased their intention to buy products. Trust in the online culture is growing as millennial generations emerge (Evgeniy et al., 2019). Potential customers are able to read customer insights and details through a variety of digital platforms, such as networking sites, applications and blogs (Cheung & Thadani, 2012). EWOM has three variables, there are; Quality, Quantity, and Credibility. prospective buyers also find fellow consumers' experiences easier to relate to (Evgeniy et al., 2019).

Electronic word of mouth networking has become a critical forum for customer experience and is more powerful compared to offline word of mouth communication due to the ease of accessibility and enhanced range. Product reviews posted by consumers on internet is one of the most pertinent ways of electronic word of mouth communication. Online product reviews are shaping purchase intentions. Electronic word of mouth communications has strong effects on purchase intention directly or indirectly leading to purchase decision involvement (Prasad et al., 2017). Reviews are published by non-commercial consumers and are considered to have a more precise and truthful product/brand performance appraisal than commercial outlets (Willemsen et al., 2011). Purchasing intentions have been accepted as part of the behavior of customers. Therefore, a business must identify what makes a consumer want to buy a product. Consumer purchasing behavior may shift from time to time due to aspects such as gender lifestyles, the industrialization of the world and the effects of globalization that might have affected their judgment towards the products (Asshidin et al., 2016). There are various platform of social media such as Youtube, Tiktok, Twitter and Facebook. Social media is certainly a tool of conveying the eWOM itself. That's why the easier it is to access the Internet, the easier it is for customers to find information of goods they want to purchase compare an item that has never been bought before on the basis of the experience of customers who have purchased and tested the item.

Born in 2019, Somethinc is skincare and makeup products that have best formulation, using latest technology, clean ingredients, with accessible price, high quality and halal certification based on Irene Ursula's statement as the founder of Somethinc. Based on a survey with 6.697 respondents at October 13th - 17th 2020 conducted by Katadata, the top 50 Indonesian brands have been 2020 One of the most attention-grabbing is Somethinc brand that is only 1 year old in existence in the country. TikTok is a destination for short-form mobile videos. Tiktok's mission is to capture and present the world's creativity, knowledge, and moments that matter. TikTok enables everyone to be a creator and encourages users to share their passion and creative expression through their videos. Based on iprice charts derived from beauty and personal care e-commerce Sociolla for the highest rated products, Somethinc is a brand classified as new among its other competitors such as Wardah, Avoskin, Emina and Lacoco managed to rank first in local brand skin care products that captured people's attention in the entertainment application Tiktok with an accumulation of 57 million viewers. This proves that there are already many users who are looking for information about Somethinc products.

Based on the survey, after checking, found reviews for all product lines, both make-up and skincare, as well as high customer repurchase levels. It is not surprising that this brand immediately perched in the top 50 brands in Indonesia. Somethinc products are widely liked by beauty influencers

such as Suhay Salim, Tasya Farasya, and Rachel Goddard. One of the international standard products is Somethinc Niacinamide + Moisture Beet Serum. Although many achievements achieved by Somethinc, does not close the possibility that there are some customers whose skin does not match the ingredients contained in Somethinc's product, it can cause negative word of mouth and it can affect prospective buyer's purchasing decision, data from <https://kumparan.com/kumparanwoman>.

Table 1.
Top Ten Favorite Local Skin Care Brands Throughout 2020

Rank	Brand Name	Established Year	Followers on Official Instagram Account
1	Somethinc	2019	1 Million
2	Avoskin	2014	398.5K
3	Votre Peau	2015	59.3K
4	Lacoco	2017	314.9K
5	the Aubree	2018	119.5K
6	ElsheSkin	2012	463.8K
7	Sensatia Botanicals	2000	111K
8	N'pure	2017	282.6K
9	Bhumi	2017	57.4K
10	Skin Dewi	2014	57.7K

Based on the summary of Top Ten Favorite Local Skin Care Brands Throughout 2020, Somethinc, who was only 1 year old at that time, was ranked first with a total of 1 million followers on the Instagram platform. Compared to other brands that were founded earlier, this table proves that Somethinc has successfully attracted user attention through eWOM which they distribute via posts, stories or igtv on Somethinc's official Instagram account. Technological advances make it easy for customers to access the internet and influence customer purchase decisions indirectly (Badir & Andjarwati, 2020). Based on the literature, it was found that EWOM had an effect on the intervention of purchasing decisions either directly or through customer trust (Prasad et al., 2017). Therefore, base on explanation above, in this study researcher analyzes the relationship of EWOM and perceived quality on purchase intention and purchase decision at Somethinc entitled "Exploring the Impact of EWOM and Perceived Quality of Purchase Intention and Purchase Decision of Somethinc in Samarinda (Case Study on citizen of Samarinda)".

Literature Review

Electronic Word of Mouth (EWOM)

People regarded word of mouth as the primary means of sharing their thoughts and experiences with various goods and services prior to the existence of the Internet. Due to its relevance and effect on consumers and their buying decisions, there are several studies by various researchers with different perspectives relevant to the word-of-mouth definition. Therefore, there are numerous differences of word-of-mouth meanings of the same central meaning that still remains relevant and represents word of mouth. Word of mouth has been seen as one of the most powerful information sources since the advent of human civilization, e-WOM can be referred to any statement made by the actual, former, or potential customer regarding a product or company that can be freely seen to lots of people in an online world (Evgeniy et al., 2019). The most distinctive feature which distinguishes word of mouth from other forms of communication is that WOM has a non-commercial character. Customers who have joined word of mouth may be assured that the information they receive is custom-built to meet their needs without any secret goals, in comparison to advertising where there is a goal to sell a product. Word of mouth has another particular aspect in which the need for social reinforcement for participants is that they are looking for affirmation that they have bought the correct thing.

Perceived Quality

Perceived quality is the customer's opinion of the accuracy of the good or service added benefit or product specification. Perceived quality was established from a distinction between the quality standard of a consumer and the real quality of a product or service. Perceived quality is the infinite influence of the characteristics of the manufactured product that allows consumers to determine the quality of the goods or service (Evgeniy et al., 2019). Compared to other equivalents, perceived quality is the customer's understanding of the overall efficiency or rewards of the good or service. Perceived quality is somewhat distinct from the design or consistency of parts or functions of the device. If we

look at all the meanings suggested by various researchers, though they are all subtly different, the core sense is similar-perceived quality is the general consumer's interpretation of all product or service elements, both tangible and intangible characteristics. Perceived quality can widen consumer perceptions. It can also forecast the past of sales well (Parboteeah, 2009). Perceived quality of service is a type of attitude, related to but not the same as satisfaction, and resulting from comparison of expectations with a perception of performance (Snoj et al., 2004).

Purchase Intention

Intentions are the motivational components of a behaviour, that is, the degree of deliberate intention that a person can make to execute a behaviour. In other terms, the intention to buy represents the expectation that customers may purchase such goods or services in the short-term purchase decision (Wu et al., 2011). Purchase intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future. An increase in purchase intention means an increase in the possibility of purchasing. The definition of purchasing intentions represents the anticipated customer behavior of potential purchase decisions in the short term. Purchase aim is one of a relatively limited number of factors that are systematically applied in market research investigations performed for a variety of different reasons, including a wide range of goods and services. Purchase intentions defined as a person's condition before engaging in acts that can be seen as a basis for forecasting actions or action Purchase intention itself can be seen in the two hypotheses, Theory of Reasoned Action and Theory of Expected Behavior. Based on Philosophy Rational Action, the purchasing aim person is defined by two factors, namely the behavioral attitude of the individual (the behavioral attitude of the individual) and the subjective norm. (Wu et al., 2011).

Purchase Decision

The five phases of customer purchase decisions that have been developed in marketing and consumer behavior include issue detection, knowledge quest, assessment of product choices, purchasing decisions and post-purchase support (Prasad et al., 2017). Purchasing decisions is the process that consumers are going through in order to select which brand to buy. Purchasing decisions typically includes five stages: problem-recognition, quest for knowledge, options, alternative appraisal and purchasing decisions (Tu & Chen, 2012).

METHOD

In this research used 2 (two) variables, which are independent variable and dependent variable. Independent variable namely EWOM and perceived quality. Dependent variable namely purchase intention and purchase decision. This research uses primary data resources, namely data obtained directly from respondents through questionnaires related to EWOM, Perceived Quality, Purchase Intention and Purchase Decision. Population of this research using all consumers who have bought and used Somethinc products. The sample determination technique in this research is accidental sampling, the use of accidental sampling has met the requirement of the researchers with the expectation that the selected sample may provide information or data consistent with the goals of the study.

As a sample researcher will take a minimum of 100 respondents with calculations that uses a ratio of 5-10 for each estimated parameter (Hair et al., 2010). This research using 17 estimated parameters (indicators). The number of samples in this research was:

$$\begin{aligned} &= \text{number of item} \times 17 \\ &= 17 \times 16 \\ &= 102 \text{ respondents} \end{aligned}$$

Thus, the sample size obtained in this research was 102 respondents. The type of scale use is the interval scale. The interval scale is a scale that shows the distance from each other with the same value weight between 1-10 (strongly disagree-strongly agree). The data collection done by distributing online questionnaire via Google Form and was held during two weeks in October 2021.

Data Analysis Tools

In this research, the data analysis tool use by researchers was Partial Least Square (PLS) analysis using smart PLS software version 3.0. According to (Abdillah & Jogiyanto, 2015), The outer model is a concept and the research model cannot be tested in a predictive model of relational and causal relationships if it has not passed the purification stage in the measurement model. The measurement model is used to test the construct validity and instrument reliability. The validity test was conducted to

regulate the ability of the research instrument to measure what should be measured. The reliability test is used to measure the consistency of respondents in answering question items in questionnaires or research instruments.

Validity Test

The validity test of the instrument is none other than testing the validity (content validity), which shows how much the instrument item represents the indicator being measured. Validity consists of external validity and internal validity. External validity shows that the results of a study are valid and can be generalized to all different objects, situations, and times. Internal validity shows the ability of the research instrument to measure what a concept should measure. Internal validity consists of qualitative validity and constructs validity. Qualitative validity consists of face validity and content validity. Content validity shows the ability of the items in the instrument to represent the concept being measured. Appearance validity shows that items measure a concept if its appearance measures the concept. Construct validity shows how well the results obtained from the use of measurement is by the theories used to define a construct. A strong correlation between the construct and the question items and a weak relationship with other variables is one way to test construct validity (construct validity). Construct validity consists of convergent validity and discriminant validity (Sarstedt et al., 2020).

Convergent Validity

Convergent validity tests in PLS with reflective indicators are assessed based on loading factors (correlation between component item scores and construct scores) indicators that measure the construct.

Loading Factor or Outer Loading

By Hair et al. (Sarstedt et al., 2020) suggests that the rule of thumb that is usually used to make an initial examination of matric factor is + 0.30 considered to have met the minimum level, for loading + 0.40 is considered better, and for loading > 0.50 is considered practical significance. Thus, the higher the value of the loading factor, the more important the role of loading in interpreting matric factors.

Average Variance Extracted (AVE)

In addition to the loading factor or outer factor loading, to determine convergent validity, we can also see the Average Variance Extracted (AVE) value. An acceptable threshold for the AVE is 0.50 or higher. This level or higher indicates that, on average, the construct explains (more than) 50% of the variance of its items.

Discriminant Validity

Discriminant validity is the relationship with the measure of different constructs that should not be correlated. The discriminant validity test is assessed on the cross-loading of the measurement with its construct. Another method used to assess discriminant validity is to compare the AVE root for each construct with the correlation between the construct and the other constructs in the model. On cross-loading itself, discriminant validity is related to the principle that different construct measures should not be correlated with height. Discriminant validity occurs when two different instruments measuring two constructs that are predicted to be uncorrelated produce a score that is not correlated. The discriminant validity test is assessed based on the cross-loading measurement with the construct. Where it is declared that it meets discriminant validity if the cross-loading value of the indicator on the variable is the largest compared to other variables.

Tabel 2.

Validity Test Parameters in the PLS Measurement Model

Validity Test	Parameter	Rule of Thumbs
	Loading factor	More than 0.7
Convergent	Average Variance Extracted (AVE)	More than 0.5
	Communality	More than 0.5
Discriminant	AVE root and latent variable correlation	AVE root > Latent variable correlation
	Cross loading	More than 0.7 in one variable

Reliability Test

PLS also performs a reliability test to measure the internal consistency of measuring instruments. Reliability indicates the accuracy, consistency, and accuracy of a measuring instrument to take measurements. The reliability test in PLS can use two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the real value of the reliability of a construct. However, composite

reliability is considered to be better in estimating the internal consistency of a construct. The rule of thumb for alpha or composite reliability values must be greater than 0.7, although a value of 0.5 - 0.6 is still acceptable. However, the actual internal consistency test is not necessary if the construct validity has been fulfilled, because a valid construct is a reliable construct, on the other hand, a reliable construct is not necessarily valid.

Structural Model (Inner Model)

Structural model (also called the inner model in the context of PLS-SEM) describes the relationship between the latent variables (constructs) (Hair et. al, 2014:33). Such relationships are usually linear, though SEM extension allows for non-linear relationships to be included. A relation between variables is equivalent to an equation of linear regression between the variables. Some of these equations for linear regression form an equation for simultaneous variables. Structural model evaluation focuses on the relationships between latent exogenous (η) variables and endogenous variables (η). The purpose of assessing structural models is to test the significance between constructs in structural models. Structural models are evaluated by using R2 for dependent constructs, path coefficient values or t-values per path. The R2 value is used to measure the degree of variation of independent variable changes to dependent variables. The higher the R2 value means the better the predicted model of the proposed research model. Changes to the R2 value are used to see how certain independent latent variables affect dependent latent variables.

RESULT AND DISCUSSION

Using Partial Least Square (PLS) with SEM method require two steps which are outer model and inner model. Henceforth the model examined can be seen in the following figure and the analysis will be followed by a descriptive explanation.

Outer Model or Measurement Model

In evaluating the measurement model, the focus of testing is on the relationships between latent variables and their indicators (Hair et al., 2014).

Convergent Validity

Convergent validity is assessed by the average variance extracted (AVE) across all items associated with a particular construct and is also referred to as communality. An acceptable threshold for the AVE is 0.50 or higher. This level or higher indicates that, on average, the construct explains (more than) 50% of the variance of its items. The indicators considered valid if it has a loading factor value above 0.7. the following are the outer loading factors or values of each research variable indicator are shown in the table below.

Table 3.
Outer Loading Results

Variable	Indicators	Loading Factor
Product Quality	EWOM1	0.891
	EWOM2	0.839
	EWOM3	0.846
Perceived Quality	PQ1	0.757
	PQ2	0.744
	PQ3	0.728
	PQ4	0.805
	PQ5	0.716
	PQ6	0.681
	PQ7	0.616
Purchase Intention	PI1	0.913
	PI2	0.925
Purchase Decision	PD1	0.826
	PD2	0.732
	PD3	0.647
	PD4	0.786
	PD5	0.844

Based on table 3 above, all indicators valued above 0.7, the calculation of AVE (Average Variance Extracted) is carried out. It the AVE value is greater than correlation between the latent

variable and other variables, then the discriminant validity is met. An AVE valued 0.5 or higher indicates that the construct explains more than half of the variance of its indicator, therefore the indicator can be classified valid.

Tabel 4.
 Average Variance Extracted (AVE) Results

VARIABLES	AVE
EWOM	0.738
Perceived Quality	0.523
Purchase Intention	0.845
Purchase Decision	0.594

Based on table 4 above, it can be seen that the AVE value of all variables is above 0.5. Which mean AVE value has met the requirements and has good validity.

Discriminant Validity

Discriminant validity can be seen in the cross-loading between the indicators and the construct, which is declared to meet discriminant validity if the cross-loading indicator value in the variable is the largest compared to other variables. The following is the cross-loading value for each indicator in the table below.

Tabel 5.
 Cross Loading Results

Indicators	EWOM_(X1)	Perceived Quality_(X2)	Purchase Decision(Y2)	Purchase Intention_(Y1)
EWOM1	0.891	0.539	0.483	0.558
EWOM2	0.839	0.573	0.544	0.487
EWOM3	0.846	0.485	0.462	0.445
PD1	0.493	0.826	0.516	0.517
PD2	0.470	0.732	0.588	0.400
PD3	0.325	0.844	0.437	0.392
PD4	0.410	0.786	0.613	0.622
PD5	0.511	0.706	0.647	0.505
PI1	0.472	0.576	0.913	0.653
PI2	0.591	0.667	0.925	0.635
PQ1	0.509	0.638	0.477	0.757
PQ2	0.418	0.627	0.424	0.744
PQ3	0.478	0.542	0.538	0.728
PQ4	0.419	0.537	0.611	0.805
PQ5	0.432	0.671	0.476	0.716
PQ6	0.544	0.681	0.471	0.704
PQ7	0.348	0.472	0.457	0.791

Based on table 5 above, it can be seen that the correlation of each indicator with its respective variables is higher than the correlation with other variables. This means that latent variables predict indicators in their block better than indicators in other blocks.

Composite Reliability

In addition to validity test, a reliability test was also conducted to measure the internal consistency of the measuring instrument. Reliability shows the accuracy and consistency of a measuring instrument in making measurements. The reliability test in this study uses two methods, namely Cronbach's Alpha and Composite Reliability. Cronbach's Alpha measures the lower limit of the reliability value of a construct, while Composite Reliability measures the actual value of the reliability of a construct. However, composite reliability is considered better in estimating the internal consistency of a construct. The rule of thumb is that the value of Cronbach's Alpha or Composite Reliability must be greater than 0.7 even though the value of 0.5 - 0.6 is still acceptable. The following is the value of Cronbach's Alpha and Composite Reliability for each variable.

Tabel 6.
 Cronbach's Alpha and Composite Reliability Results

Variables	Cronbach's Alpha	Composite Reliability
EWOM (X1)	0.823	0.894
Perceived Quality (X2)	0.846	0.884
Purchase Intention (Y1)	0.817	0.916
Purchase Decision (Y2)	0.827	0.879

Based on the table 6 above, it can be seen the output results of Cronbach's Alpha and Composite Reliability all variables have values above 0.5. This shows that each variable has met Cronbach's Alpha and Composite Reliability so it can be concluded that all latent variables have a good level of reliability.

Inner Model or Structural Model

The inner or structural model test for the goodness of fit model is evaluated and measured by looking at the percentage of variance explained by measuring and looking at the R2 for the dependent or endogenous variable of the research model using the Q2 test and also looking at the magnitude of the structural path coefficient. Q2 predictive relevance measures how well the resulting structural model with PLS. The value of R2 is used to explain the effect of the independent or exogenous variables on the dependent or endogenous variables, whether they have a substantive effect. Q2 is based on the coefficient of determination (R2) of all endogenous variables. The magnitude of Q2 has a range of $0 < Q2 < 1$, the closer the value to 1 means the better the model. The following are the results of R2 and the Q2 predictive relevance test formula contained in the table below.

Table 7.

R-Square (R2) Results		
Variables	R-Square	R Square Adjusted
Purchase Intention (Y1)	0.501	0.491
Purchase Decision (Y2)	0.687	0.678

Based on table 7 above, the R2 value for the variable obtained by Purchase Intention is 0.501, which means that this variable itself can be explained by EWOM and Perceived Quality 50.1%, while the other 49.9% is explained by other variables outside the study. Likewise for the variable obtained by Purchase Decision is 0.687 which means this variable itself can be explained by EWOM and Perceived Quality of 68.7% while the other 31.3% is explained by other variables outside the study. Thus, the Q2 predictive relevance for the structural model can be calculated as follows

$$Q2 = 1 - (1 - R12) (1 - R22)$$

$$Q2 = 1 - (1 - 0.501) (1 - 0.687)$$

$$Q2 = 1 - (0.499) (0.313)$$

$$Q2 = 1 - 0.156$$

$$Q2 = 0.844$$

The calculation results can explain the phenomenon of Purchase Intention and Purchase Decision and show a predictive relevance value of 0.844 or 84.4% and this can be interpreted that the model is quite good, while test (15.6%) is explained by other variables that have not been included in the model. Furthermore, the structural model that was evaluated in this study consisted of five coefficients of the path parameters of the relationship between exogeneous to endogenous as shown in the following table.

Table 8.

Path Coefficients Results					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EWOM → Purchase Intention	0.260	0.305	0.165	1.573	0.116
Perceived Quality → Purchase Intention	0.516	0.481	0.144	3.576	0.000
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EWOM → Purchase Decision	0.063	0.046	0.113	0.553	0.580
Perceived Quality → Purchase Intention	0.516	0.481	0.144	3.576	0.000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Purchase Intention → Purchase Decision	0.274	0.289	0.097	2.819	0.000

Based on table 8 above, the results of the estimation of the structural model with all PLS algorithm estimation methods show the path coefficient values between the construct variables. In PLS itself, statistical testing of each hypothesized relationship is carried out using simulation. In this case, the PLS Bootstrapping structural model was carried out on the research sample.

Tests in bootstrapping are also carried out to minimize the problem of abnormalities in the research data. Based on Table 8 can be seen the level of significance for each variable, it T-statistics (>1.96) means that the exogenous variable has a significant effect on endogenous, and if T-statistics (<1.96) then the exogenous variable has no significant effect. P-value (<0.05) between construct variables. The changes can be seen in the following figure.

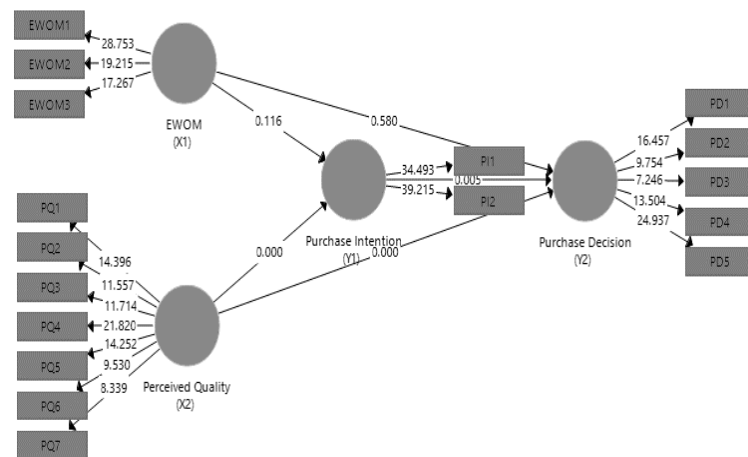


Figure 2.
 Bootstrapping Structural Model Path Diagram

This research also uses intervening variables or indirect effects, namely the Consumer Attitude variable. Therefore, the following indirect effects of data processing using PLS are shown in the table below.

Hypothesis Test and Discussion

The parameters of the hypothesis test use a comparison of t values, namely if T-statistics (>1.96) means that the exogenous variable has a significant effect on endogenous and if T-statistics (<1.96) then the exogenous variable has no significant effect. The description of the conclusions on the hypothesis test is as follows.

H1 Testing (EWOM on Purchase Intention)

Hypothesis 1 explains the relationship between EWOM on Purchase Intention, the coefficient value is 0.260 and the T-statistics is 1.573 (<1.96). So, the results of the study indicate that EWOM has a positive and insignificant effect on Purchase Intention. Therefore, hypothesis 1 is rejected.

Based on the results of data test analysis, the influence of EWOM on Purchase Intention is explained by several factors such as EWOM Quality, EWOM Quantity, Sender's Expertise. Based on hypothesis test, EWOM has positive and insignificant effect on Purchase Intention. Positive and insignificant means that EWOM has not been able to increase Purchase Intention for Somethinc products due to Purchase Intention that are not or have not been shown in EWOM of Somethinc when consumers want to buy Somethinc's products that that match their preferences and needs. It can be seen from the highest outer loading value is the EWOM Quality indicator while the lowest is EWOM Quantity indicator. This shows that consumers intention to Somethinc products appear for personal satisfaction without any strings attached. EWOM Quality reflects how EWOM can show the consistency of the previous consumers' judgment about Somethinc products. Subsequently, for EWOM Quantity, stand

for how many comments, reviews or information submitted by consumers on the internet about Somethinc products. Notwithstanding that from the data, Somethinc assuredly has high sales, does not rule out the possibility that the reviews quantities nether the other brand's reviews on the internet.

The results of this study are not in line with research conducted by Shabnam Khosvarani (2014) which states that EWOM has a positive and significant effect on Purchase Intention. This result is supported because EWOM has an important role for consumers' thought determinative towards a product. Consumers correlate between EWOM of the product and the product itself.

H2 Testing (Perceived Quality on Purchase Intention)

Hypothesis 2 explains the relationship between Perceived Quality on Purchase Intention, where the resulting coefficient value is 0.516 and T-statistics is 3.576 (>1.96). So, the results of the study indicate that Perceived Quality has a positive and significant effect on Purchase Intention. Therefore, hypothesis 2 is accepted.

Based on the results of data test analysis, the effect of Perceived Quality on Purchase Intention is explained by several factors such as performance, features, reliability, conformance, durability, ease of service and aesthetics. Based on hypothesis test Perceived Quality has positive and significant effect on Purchase Intention. Positive and significant means that the higher the perceived quality the higher the Purchase Intention of consumers when shopping with the outer loading value is an indicator of conformance, while the lowest is an indicator of aesthetic. The results of this study are in line with research conducted by Nor Asshidin (2015) which states that Perceived Quality has a positive and significant effect on Purchase Intention. This result is supported because Perceived Quality has an impact when consumer want to buy a product, they commonly searching information and conjecture the quality of the product before finally has an intention to buy a product.

H3 Testing (EWOM on Purchase Decision)

Hypothesis 3 explains the relationship between EWOM on Purchase Decision, where the resulting coefficient value is 0.063 and T-statistics 0.553 (<1.96). So, the results of the study indicate that EWOM has a positive and insignificant effect on Purchase Decision. Therefore, hypothesis 3 is rejected.

Based on the results of data test analysis, the effect of EWOM on Purchase Decision is explained by several factors such as EWOM Quality, EWOM Quantity, Sender's Expertise. Based on hypothesis test, EWOM has positive and insignificant effect on Purchase Decision. Positive and insignificant means that has not been able to increase Purchase Decision for Somethinc products due to Purchase Decisionn that are not or have not been shown in EWOM of Somethinc when consumers want to buy Somethinc's products that match their preferences and needs. It can be seen from the highest outer loading value is the EWOM Quality indicator while the lowest is EWOM Quantity indicator. This shows that desire of consumers who want to buy Somethinc product is genuinely for personal satisfaction without affected other consumer's opinion. EWOM quality reflects how EWOM can show the consistency of the previous consumers' judgment about Somethinc products. Subsequently, for EWOM Quantity, stand for how many comments or reviews or information submitted by customers on the internet about Somethinc products. Notwithstanding that from the data, Somethinc assuredly has high sales, does not rule out the possibility that the reviews quantities nether the other brand's reviews on the internet. The result of this study is not in line with research conducted by Badir and Andjarwati (2020) which states EWOM has a positive and significant effect on Purchase Decision. This result supported because EWOM has an important role in giving consumers pure testimonial from previous consumers that already try the quality, side effect, and the benefits of Somethinc products for their skin.

H4 Testing (Perceived Quality on Purchase Decision)

Hypothesis 4 explains the relationship between Perceived Quality on Purchase Decision, where the resulting coefficient value is 0.516 and T-statistics is 3.576 (>1.96). So, the results of the study indicate that Perceived Quality has a positive and significant effect on Purchase Decision. Therefore, hypothesis 4 is accepted.

Based on the results of data test analysis, the effect of Perceived Quality on Purchase Decision is explained by several factors such as performance, features, reliability, conformance, durability, ease of service and aesthetics. Based on hypothesis test Perceived Quality has positive and significant effect on Purchase Decision. Positive and significant means that the higher the perceived quality the higher the Purchase Intention of consumers when shopping with the highest outer loading value is an indicator of conformance, while the lowest is an indicator of aesthetic. It shows that Somethinc give the best of their

product's quality, therefore Something success to satisfy consumer's expectation towards Something's products and convince the customers to buy it.

The results of this study are in line with research conducted by Arthur Leonardus Simanjuntak (2018) which states that Perceived Quality has a positive and significant effect on Purchase Decision. This result is supported because Perceived Quality has an impact when consumer want to buy a product, they commonly searching information and conjecture the quality of the product before finally decided to buy it.

H5 Testing (Purchase Intention on Purchase Decision)

Hypothesis 5 explains the relationship between Purchase Intention on Purchase Decision, where the resulting coefficient value is 0.274 and T-statistics is 2.819 (>1.96). So, the results of the study indicate that Purchase Intention has a positive and significant effect on Purchase Decision. Therefore, hypothesis 5 is accepted.

Based on the results of data test analysis, the effect of Purchase Intention on Purchase Decision is explained by two factors such as interest and desire. Based on hypothesis test, Purchase Intention has positive and significant effect on Purchase Decision. Positive and significant means that the higher Purchase Intention the higher the Purchase Decision of consumers when shopping with the highest outer loading value is an indicator of Interest, and the lowest is the Desire indicator. It shows that consumers that have intention to a product, particularly decided to buy it. The results of this study are in line with research conducted by Geralda Sandrakh S. (2013) which states that Purchase Intention has a positive and significant effect on Purchase Decision. This result is supported because konsumen yang sudah mengetahui informasi mengenai produk tersebut dan akhirnya memiliki minat beli, particularly buy the product.

CONCLUSION

Based on the results of the analysis and research conducted, the following conclusions are obtained:

EWOM has a positive and insignificant effect on Purchase Intention. This means that EWOM is not able to encourage Consumer Purchase Intention towards Something's products. It can be seen from the most influential EWOM indicator, namely EWOM Quality, where EWOM of Something has a high quality based on whose submit the reviews on the internet. The lowest indicator is EWOM Quantity, where this indicator has not been able to increase Purchase Intention towards Something products;

Perceived Quality a has positive and significant effect on Purchase Intention. This can be seen from the most influential Perceived Quality indicator, namely conformance, where Something products has an accurate quality as same as what they guaranteed to the customers. The lowest indicator is Aesthetics. This result indicates that with the increasing Perceived Quality, the consumers also increase the Purchase Intention on Something products;

EWOM has a positive and insignificant effect on Purchase Decision. This means that EWOM is not able to encourage Consumer Purchase Decision towards Somehtinc's products. It can be seen from the most influential EWOM indicator, namely EWOM Quality, which is consumer's consideration of buying product for personal satisfaction don't have any string attached with how good the comment from the previous consumer is. The lowest indicator is EWOM Quantity, where this indicator has not been able to increase Purchase Decision towards Something products;

Perceived Quality has a positive and significant effect on Purchase Decision. This can be seen from the most influential Perceived Quality indicator, namely conformance. Where Something gives the exact high quality as same as what written on the ingredients of the product. The lowest indicator is Aesthetics. This result indicates that with the increasing Perceived Quality, the consumers also increase the Purchase Decision on Something products; and

Purchase Intention has a positive and significant effect on Purchase Decision. This can be seen from the most influential Purchase Intention indicator namely Interest, where the response of the consumers who has interest to Something product tend to decide to buy. The lowest indicator is Desire. The results indicate that the increase of consumers Purchase Intention is, the Consumers Purchase Decision of Something products also in increasing.

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