

Factors Influencing Purchase Intention with Brand Image Moderation on Hotto Purto in Surabaya

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Article Info

Article history:

Received March 12, 2025
Revised March 15, 2025
Accepted March 15, 2025

Keywords:

*Purchase Interest,
Brand Image,
Electronic Word of Mouth
(eWOM),
Perceived Quality,
Consumer Trust*

ABSTRACT

This study aims to analyze the factors that influence purchase intention on Hotto Purto products in Surabaya with Brand Image as a moderating variable. The factors analyzed are Electronic Word of Mouth (eWOM), Perceived Quality, and Consumer Confidence. The role of Brand Image is tested in strengthening the influence of these three factors on consumer purchase intention. The method used in this study is a quantitative approach with data collection through questionnaires distributed to Hotto Purto consumers in Surabaya. The collected data were then analyzed using regression analysis techniques and moderation tests to test the relationship between the variables studied. The results showed that eWOM, Perceived Quality, and Consumer Confidence have a positive and significant influence on Brand Image. In addition, Brand Image acts as a moderating variable that strengthens the influence of these factors on purchase intention. These findings indicate that a positive brand image, formed by information from eWOM, perceived quality, and consumer trust levels, can increase product purchase intention. This study contributes to marketing theory by identifying the important role of Brand Image in strengthening the influence of factors that influence purchase intention.

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1. INTRODUCTION

Purchase Intention or purchase interest can assess the possibility of consumers buying a product, and the higher the purchase interest, the higher the consumer's desire to buy a product according to [1]. [2] define Purchase Intention as "based on consumer Attitude toward buying a brand". Purchase Intention is consumer behavior that occurs when consumers are stimulated by external factors and start buying decisions based on their personal characteristics and decision-making process according to [3]. Therefore, purchase intention is one of the important aspects that can be used to understand consumer behavior. In addition, another aspect that is no less important in influencing consumer purchasing interest is brand image according to [4]. Brand image for a company is an important thing that can provide an overview of the extent to which a product's position is in the

market with various consumer characteristics. A good brand can certainly provide an overview related to the quality of the product itself. Consumer attachment to a brand will be stronger if it is based on good perceptions, experiences, values, beliefs about the quality of the products in it, thus the brand image is built well, and vice versa. Brand image is an impression in the minds of consumers about a brand which is formed by consumer messages and experiences about the brand, thus creating an image in the minds of consumers according to [5]. Products with good quality certainly give a positive impression to consumers to use the product intensively, thus consumer loyalty will be formed as customers. Customer loyalty with good management will certainly improve the brand image itself, more broadly will have an influence on strong beliefs about purchasing decisions. Thus, brand image plays an important role in building consumer loyalty and trust. In addition to brand image, quality perception is also a factor that greatly influences consumer purchasing intentions according to [6].

Electronic Word of Mouth (E-WOM) is a statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions through the internet. The Electronic Word of Mouth (EWOM) indicators taken according to Setiawan and [7] are as follows: (1) Information is an online source of information provided about e-commerce or by e-commerce to consumers in general. (2) Knowledge is the ability of social media as an online source of information in providing knowledge to consumers about e-commerce. (3) Answer is the ability of social media as an online source of information in providing answers to consumer questions about e-commerce. (4) Reliability is the conformity between information obtained by consumers through social media online with reliable facts about e-commerce. Therefore, EWOM is an important element in an effective product marketing strategy. By taking advantage of this opportunity, Hotto Purto can answer the needs of consumers who increasingly prioritize practicality and convenience. Electronic Word of Mouth related to Hotto Puto products in Surabaya that online reviews from other consumers, search information, online consultations, and overall product reviews have not been enough to influence consumer decisions to buy the product. This condition is contrary to Kotler's theory which states that online consumer reviews can have a significant impact on trust and purchasing decisions. This indicates that online reviews, information searches, and online consultations have not been able to effectively influence consumer purchase intentions. This means that the brand image is not strong enough to moderate the impact of Electronic Word of Mouth on purchase intentions. So with these problems, Hotto Purto must evaluate its digital marketing strategy, increase the presence of positive reviews, and build a stronger brand image to strengthen consumer purchase intentions.

According to [8] Perceived quality is a subjective consumer evaluation of the quality of a product and also emphasizes that perceived quality is different from the actual product quality, which is related to the extent to which a product or service provides superior service. Furthermore, it distinguishes between product-based quality and manufacturing-based quality. In addition, the influencing factor is Brand Satisfaction. Therefore, maintaining the perceived product quality according to consumer expectations is a top priority. In addition to quality perception, consumer trust also has a significant influence on consumer purchasing interest. According to [9] the impression of quality (Perceived Quality) is the consumer's perception of the overall quality or superiority of a product or service. According to Tjiptono and Chandra, perceived quality is the image and reputation of the product and the company's responsibility towards it. Usually due to the lack of buyer knowledge of the attributes or features of the product to be purchased, the buyer perceives its quality from the aspect of price, brand name, advertising, company reputation, and country of manufacture. Meanwhile, according to [3], perceived quality is the customer's perception of the overall quality or superiority of a product or service compared to alternatives and established goals. From the results of preliminary pre-research conducted by researchers on consumer purchasing decisions influenced by the Perceived Quality factor of Hotto Purto in Surabaya.

Perceived Quality of Hotto Puto products in Surabaya shows that consumer perceptions of product quality, including resolution, durability, unique features, and packaging aesthetics, are still inadequate to support purchase intentions. This condition is different from Zeithaml's theory which states that perceived quality is one of the main factors influencing consumer loyalty to a product. However, these results indicate that Hotto Purto's brand image has not been able to moderate the relationship between perceived quality and purchase intentions.

Consumer Confidence according to [10] Consumer confidence is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and their benefits. Consumer Confidence in a product can be created by providing/delivering products according to the specifications advertised on the company's website. When consumers receive goods or services that match the company's advertisements on the website, it will foster consumer trust in the company. Consumer trust can also be created with the honesty of producers or marketers in conveying the characteristics of products or services sold in detail to consumers.

Thus, the level of consumer trust in a product can be increased through a good marketing strategy. In addition, this trust can be strengthened by utilizing Electronic Word of Mouth (EWOM) as a modern communication tool. Trust is the power that a product has certain attributes. Consumers will express trust in various attributes owned by a brand and the product they evaluate. This trust is often referred to as object attribute linkages, namely consumer trust about the possibility of a relationship between an object and its relevant attributes. According to [11] there are four indicators of consumer trust, namely: (1) Benevolence (sincerity / sincerity), (2) Ability (ability), (3) Integrity (integrity), (4) Willingness to depend. From the results of preliminary pre-research conducted by researchers on consumer purchasing decisions influenced by Consumer Confidence Hotto Puto in Surabaya.

Consumer Trust in Hotto Puto Products in Surabaya This shows that consumers have low trust in the sincerity, ability, integrity, and willingness of the company to meet their needs. This is contrary to the theory of Mayer et al., which states that consumer trust is an important basis for building long-term relationships with customers. However, these results indicate that Hotto Purto's brand image is not strong enough to moderate the impact of consumer trust on purchase intentions. Companies need to build trust by showing a real commitment to consumer satisfaction. So with these problems, Hotto Purto must strengthen its brand image and build consumer trust through a more transparent communication strategy and more convincing mutual guarantees.

Hotto Purto has emerged as a player with the potential to meet the needs of consumers who are increasingly concerned about health and nutrition, while continuing to face market dynamics and competition. Hotto Purto's journey in creating this healthy drink is a representation of the founder's efforts in presenting practical and innovative solutions in the health and nutrition domain. Seeing the great potential of Surabaya as a dynamic culinary market, as well as the competitive advantages of Hotto Purto in terms of product quality, price, and innovation, it is necessary to conduct a more in-depth study of the marketing strategies implemented by Hotto Purto in Surabaya. Therefore, it can be concluded that the reason for choosing the object of Hotto Purto Products in Surabaya is because this study is to identify the factors that influence the success of Hotto Purto in the Surabaya market, as well as how this company can take advantage of existing opportunities to strengthen its position in this increasingly competitive market. Therefore, researchers are interested in analyzing the Factors that Influence Purchase Intention with Brand Image as a Moderating Variable on Hotto Puto Products in Surabaya.

2. METHOD

This research is a quantitative research. The population that is the object is people who know and are interested in Hotto Purto products in Surabaya, with a sample of 100 respondents obtained through simple random sampling. Primary data was obtained through distributing questionnaires, and

secondary data sourced from a literature review related to the theory used. This study uses the Partial Least Square (PLS) methodology and the Sobel Test with the SmartPLS 3.0 program.

3. RESULTS AND DISCUSSION

3.1. Profil of The Research Object

This research is quantitative by utilizing a survey in the form of a questionnaire distributed online. The data used is data filled in by respondents who have met the requirements, namely domiciled in Surabaya and respondents know and are interested in Hotto Purto products. There are 100 respondents used in this study. The majority of respondents understand Hotto Purto product information through social media, of which 34% see Hotto Purto products and 22% through TikTok. This proves that social media has a major influence on consumer information about Hotto Purto products and at the same time indicates the power of social media as an effective marketing tool.

Most respondents are women, with a percentage reaching 58%. In terms of age, the 26-30 year age group dominates with a percentage of 36%, followed by the 21-25 year age group which reaches 29%. This shows that Hotto Purto products are relatively attractive to young adults. In terms of employment, the majority of respondents work as private employees, with a percentage reaching 33%. In addition, the majority of respondents' monthly income is in the range of 3 million to 5 million per month, which is 32% of the total respondents. This data provides important insights into the main consumer segments interested in Hotto Purto products, both in terms of demographics and socio-economic characteristics.

3.1.1 Descriptive Analysis of Research Data

Descriptive statistics deals with the collection, arrangement, and presentation of research data in a concise and easy-to-understand manner. Data is processed into a narrative that describes a phenomenon or condition based on the summarized data. This study analyzed data from 100 respondents using the Likert Scale (scale 1-5). The analysis involved calculating the mean to represent the data, the standard deviation to describe the distribution of the data, and the minimum and maximum observed values to see the lowest and highest scales of the questionnaire responses. This answer category illustrates that each response from the correspondent has a varying value. A smaller value reflects a negative answer category or a relatively very disagree, while a larger value indicates a positive answer category or approaching a very agree.

1. Electronic Word of Mouth

Based on the results of the statistical description of the EWOM variable, the average respondent's answer is in the range of 4.040 to 4.110. All indicators are in the Agree category. The indicator with the highest average value is "I relatively read online reviews from other consumers before deciding to buy Hotto Purto products" (4.110), showing that consumer reviews have a significant influence on respondents' purchasing decisions. The smallest standard deviation is in the indicator "My feelings of worry are reduced after reading online reviews" (0.905), reflecting the consistency of respondents' answers. Conversely, the largest standard deviation is in the indicator "Reading online reviews increases self-confidence" (0.948), which shows the variation in respondents' views regarding this aspect.

2. Perceived Quality

Based on the results of the statistical description of the perceived quality variable, the average indicator ranges from 3.920 to 4.140, which is in the Agree category. The indicator with the highest average is "The packaging style and presentation of Hotto Purto products give an aesthetic impression" (4.140), which shows that visual elements are an important factor in attracting respondents' attention. The indicator with the lowest average is "I believe that Hotto Purto products have good durability" (3.920). The highest standard deviation is found in the indicator "The unique

characteristics of Hotto Purto products make them more attractive than other brands" (0.980), reflecting the diversity of respondents' perceptions.

3. Consumer Confidence

Based on the results of the statistical description of the consumer confidence variable, the average respondent's answer is in the range of 3.830 to 4.110, including the Agree category. The indicator with the highest average is "I believe that the Hotto Purto product company has good intentions to provide the best service to consumers" (4.110), which indicates a high level of trust in the company's good intentions. The lowest average is in the indicator "I feel that Hotto products have quality according to the price offered" (3.830). The highest standard deviation (0.977) was found in the indicator "The company is responsible for the products purchased," which indicates a difference in respondents' views on this aspect.

4. Brand Image

Based on the results of the statistical description, the brand image variable has the highest average compared to other variables, with indicator values ranging from 4.100 to 4.450. The indicator "Product quality is one of the main reasons I am interested in this product" has the highest average (4.450), showing that quality is a dominant factor in forming brand image. The smallest standard deviation is found in the indicator "Product packaging design gives a unique impression" (0.829), reflecting the consistency of respondents' perceptions of the product's visual elements.

5. Purchase Intention

Based on the results of the statistical description of the purchase intention variable, the average answer ranges from 4.010 to 4.180, which is in the Agree category. The indicator with the highest average is "I have a desire to buy Hotto Purto products online" (4.180), which shows the respondents' interest in the ease of online purchasing. The highest standard deviation (0.886) was found in the indicator "I am interested in buying a product after getting a recommendation from a friend," showing that friends' recommendations have different levels of influence on respondents.

3.2. Data Analysis of Research Result

3.2.1 Answer Index Analysis

It is used to provide a descriptive reflection related to the characteristics of respondents in this study, especially those related to research variables [12]. This approach utilizes index analysis techniques to assess the response to each question asked to respondents. This study applies a scoring system with a range of the highest value of 5 and the lowest of 1:

Table 1. Respondent Answer Index Analysis

Variable	Indicator	STS	TS	N	S	SS	Index	Criteria
		1	2	3	4	5		
Electronic Word of Mouth (X1)	EWOM1	0	7	16	36	41	4,11	High
	EWOM2	0	9	14	41	36	4,04	High
	EWOM3	1	6	15	41	37	4,07	High
	EWOM4	1	5	18	41	35	4,04	High
	EWOM5	1	7	15	39	38	4,06	High
Perceived Quality (X2)	PQ1	0	7	14	42	37	4,09	High
	PQ2	0	8	16	42	34	4,02	High
	PQ3	1	6	23	30	40	4,02	High
	PQ4	1	6	22	42	39	4,42	High
	PQ5	1	5	23	36	35	3,99	High

	PQ6	1	6	12	40	41	4,14	High
Consumer Confidence (X3)	C1			8	6	9	07	igh
	CC2	0	7	23	41	29	3,92	High
	CC3	0	12	16	49	23	3,83	High
	CC4	1	7	12	40	40	4,11	High
	CC5	1	8	14	36	41	4,08	High
Brand Image (Z)	BI1	1	1	13	22	63	4,45	High
	BI2	1	3	13	29	54	4,32	High
	BI3	1	3	12	34	50	4,29	High
	BI4	0	5	15	45	35	4,10	High
	BI5	0	7	9	41	43	4,20	High
Purchase Intention (Y)	PI1	0	5	17	38	40	4,13	High
	PI2	1	4	16	40	39	4,12	High
	PI3	1	5	16	48	30	4,01	High
	PI4	1	4	16	40	39	4,12	High
	PI5	1	3	15	39	42	4,18	High

Source: primary data processed using excel, 2024

From the analysis of the respondent's answer index, all research variables show the High category, which reflects the positive perception of the respondents. In the EWOM variable (X1), the five indicators (EWOM1 to EWOM5) have index values between 4.04 and 4.11, which shows that respondents give a relatively positive assessment of electronic reviews, such as reading and searching for information before buying. Furthermore, in the Perceived Quality variable (X2), six indicators (PQ1 to PQ6) have index values between 3.99 and 4.42, with the highest value in the PQ4 indicator (4.42), which indicates the respondent's belief in the durability of the product, while the PQ5 indicator has the lowest value (3.99) but still shows a positive perception of product quality. In the Consumer Confidence variable (X3), five indicators (CC1 to CC5) have index values ranging from 3.83 to 4.11.

The CC3 indicator has the lowest value (3.83), indicating that the respondent's belief in the quality of the product according to the price offered remains positive even though it is lower than other indicators. The CC4 indicator has the highest value (4.11), which reflects trust in the integrity of the company that provides a sense of security to consumers. For the Brand Image (Z) variable, all indicators (BI1 to BI5) have index values between 4.10 and 4.45, with the highest value in BI1 (4.45), which shows that product quality is the main reason consumers are interested, while BI4 has the lowest value (4.10) but still reflects the unique impression of an attractive packaging design.

Finally, in the Purchase Intention (Y) variable, five indicators (PI1 to PI5) have index values between 4.01 and 4.18. The PI5 indicator has the highest value (4.18), showing that respondents have a strong desire to buy products online, while PI3 has the lowest value (4.01), indicating that respondents' interest in purchasing after receiving recommendations from social media remains high. Overall, the results of this analysis show that respondents gave positive assessments to all research variables, illustrating a good perception of the product being studied.

3.2.2 Partial Least Square (PLS) Inferential Analysis

Inferential analysis is a statistical approach used to analyze sample data with the aim of producing findings that can be generalized to the population. In this study, the inferential method was applied using multivariate techniques through PLS-SEM modeling with the help of SmartPLS 3.0 software. This analysis process is carried out through two main stages. The first stage is the evaluation

of the measurement model or outer model, which aims to test the validity and reliability of the indicators in the model. The second stage is the evaluation of the structural model or inner model, which aims to assess the model's ability to explain the relationship between variables and test the significance of the influence of variables in the research model.

3.2.3 Outer Model

In this study, the evaluation of the outer model focuses on the relationship between each indicator and the research variable. This analysis is carried out to ensure that the measuring instrument used meets the requirements as a valid and reliable measurement. The outer model describes the correlation between indicators and related factors through the measurement path in the model. Here are the results of the analysis:

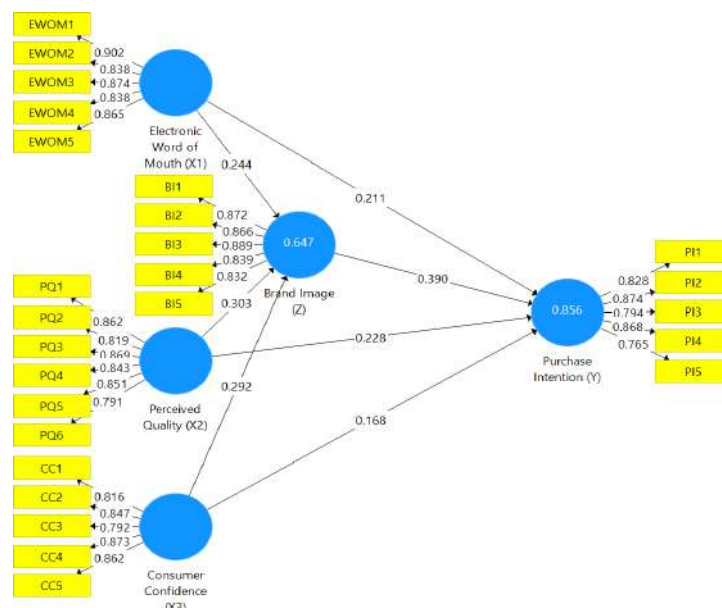


Figure 1. Outer Model

Source: Data processing results using SmartPLS, 2024

3.2.4 Inner Model

The results of the structural model test (inner model) aim to analyze the causal correlation between latent variables while testing the hypotheses that have been proposed. After completing the outer model test, the next step is to test the inner model to evaluate the correlation between constructs, the level of significance, and the R-square value. The evaluation process begins by examining the R-square value on the dependent latent variable to measure the extent to which the model can predict the relationship according to the causal-predictive approach. This analysis includes the assessment of R², Q²-predict, and hypothesis testing using the bootstrapping method with SmartPLS 3 software.

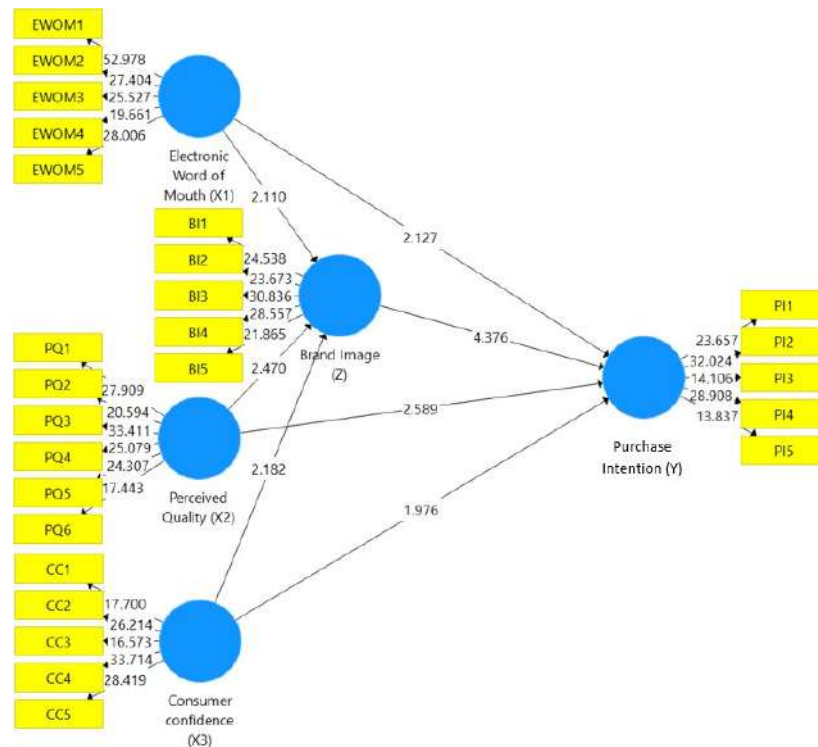


Figure 2. Inner Model

Source: Data processing results using SmartPLS, 2024

1. R-Square

An indicator that shows the magnitude of the contribution of independent variables, both those included in the study and those outside the study, to the dependent variable as a whole. According to [13], the R-square value can be divided into three categories: 0.67 or more is considered strong, 0.33 to 0.67 as moderate, and 0.19 to 0.33 as weak. If the R-square value is below 0.19, the contribution is considered low. Chin also explained that values between 0.33 and 0.67 represent a moderate influence, while values above 0.67 indicate a strong relationship. [14] added that an exogenous or endogenous variable can be considered to have a simultaneous influence on another variable if its R-square value exceeds 0.20.

Table 2 R-Square

Variable	R Square	Description
Brand Image (Z)	0,647	Medium
Purchase Intention (Y)	0,856	Strong

Source: Data processing results using SmartPLS, 2024

Based on the results of the R-Square analysis presented in Table 2, the Brand Image (Z) variable has an R-Square value of 0.647. This shows that 64.7% of the variation in Brand Image (Z) can be explained by three independent variables, namely EWOM (X1), Perceived Quality (X2), and Consumer Confidence (X3). Meanwhile, the remaining 35.3% is influenced by other factors outside the scope, so it falls into the moderate category. On the other hand, the Purchase Intention (Y) variable recorded an R-Square value of 0.856. This means that 85.6% of the variation in Purchase Intention (Y) can be explained by EWOM (X1), Perceived Quality (X2), Consumer Confidence (X3), and Brand Image (Z). The remaining 14.4% is influenced by other variables, so this value is categorized as strong.

2. Q Square

Predictive relevance can be said to be relevant for knowing the testing method for endogenous constructs if it has a value greater than 0, low if <0.25 and medium if $0.25 < x < 0.5$, and high if >0.5 [14], following the results in Table 4.

Table 3. Q-Square

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Electronic Word of Mouth (X1)	500,000	500,000	
Perceived Quality (X2)	600,000	600,000	
Consumer confidence (X3)	500,000	500,000	
Brand Image (Z)	500,000	269,024	0,462
Purchase Intention (Y)	500,000	215,045	0,570

Source: Data processing results using SmartPLS, 2024

The Brand Image (Z) variable produces a Q-Square of 0.462, which is included in the medium category because its value is between 0.25 and 0.5. This shows that the research model has good relevance in explaining the variable. Meanwhile, the Purchase Intention (Y) variable produces a Q-Square of 0.570, which is included in the strong category because its value is > 0.5 . Thus, this study has high relevance in explaining the Purchase Intention (Y) variable.

3.2.5 Hypothesis Testing

The hypothesis is declared accepted if the P Value < 0.05 and T-statistic $> T$ table (1.96), while the magnitude of the influence can be seen through the original sample value. In the SmartPLS program, the results of the hypothesis test can be observed as follows:

Table 4. Direct Effect Hypothesis Test (Path Coefficients)

Hypothesis		Original sample	T statistics	P Values	Description
Electronic Word of Mouth (X1) → Brand Image (Z)	H1	0,244	2,110	0,035	Positive and significant
Perceived Quality (X2) → Brand Image (Z)	H2	0,303	2,470	0,014	Positive and significant
Consumer confidence (X3) → Purchase Intention (Y)	H3	0,168	1,976	0,049	Positive and significant
Electronic Word of Mouth (X1) → Purchase Intention (Y)	H4	0,211	2,127	0,034	Positive and significant
Perceived Quality (X2) → Purchase Intention (Y)	H5	0,228	2,589	0,010	Positive and significant
Consumer confidence (X3) → Purchase Intention (Y)	H6	0,168	1,976	0,049	Positive and significant
Brand Image (Z) → Purchase Intention (Y)	H7	0,390	4,376	0,000	Positive and significant

Source: SmartPLS Primary Data Processing, 2024

1. The influence of Electronic Word of Mouth (X1) on Brand Image (Z) has a t-statistic value of 2.110 ($> t$ -table 1.967) with an influence of 0.244 and a p-value of 0.035 (<0.05). So, the influence is positive and significant, so H1 is supported.
2. The influence of Perceived Quality (X2) on Brand Image (Z) has a t-statistic value of 2.470 ($> t$ -table 1.967) with an influence of 0.303 and a p-value of 0.014 (<0.05). This shows that the influence is positive and significant, so H2 is supported.

3. The influence of Consumer Confidence (X3) on Purchase Intention (Y) has a t-statistic value of 1.976 (the same as the t-table of 1.967) with an influence of 0.168 and a p-value of 0.049 (<0.05). This shows that the influence is positive and significant, so H3 is supported.
4. The influence of Electronic Word of Mouth (X1) on Purchase Intention (Y) has a t-statistic value of 2.127 (> t-table of 1.967) with an influence of 0.211 and a p-value of 0.034 (<0.05). Thus, the influence is positive and significant, so H4 is supported.
5. The influence of Perceived Quality (X2) on Purchase Intention (Y) has a t-statistic value of 2.589 (> t-table 1.967) with an influence of 0.228 and a p-value of 0.010 (<0.05). This shows that the influence is positive and significant, so H5 is supported.
6. The influence of Consumer Confidence (X3) on Purchase Intention (Y) has a t-statistic value of 1.976 (same as t-table 1.967) with an influence of 0.168 and a p-value of 0.049 (<0.05). Thus, the influence is positive and significant, so H6 is supported.
7. The influence of Brand Image (Z) on Purchase Intention (Y) has a t-statistic value of 4.376 (> 1.967) with an influence of 0.390 and a p-value of 0.000 (<0.05). This shows that the influence is positive and significant, so H7 is supported.

Table 5. Hypothesis Test of Mediation Effects (Specific Indirect Effects)

Hypothesis		Original sample	T statistics	P values	Description
Electronic Word of Mouth (X1) → Brand Image (Z) → Purchase Intention (Y)	H8	0,095	2,007	0,045	Positive and significant
Hypothesis		Original sample	T statistics	P values	Description
Perceived Quality (X2) → Brand Image (Z) → Purchase Intention (Y)	H9	0,118	2,105	0,036	Positive and significant
Consumer confidence (X3) → Brand Image (Z) → Purchase Intention (Y)	H10	0,114	2,024	0,044	Positive and significant

Source: SmartPLS Primary Data Processing, 2024

- 1) The influence of Electronic Word of Mouth (X1) on Purchase Intention (Y) through Brand Image (Z) has a t-statistic value of 2.007 (> t-table 1.967) with an influence of 0.095 and a p-value of 0.045 (<0.05). Therefore, the influence is significantly positive, so H8 is supported.
- 2) The influence of Perceived Quality (X2) on Purchase Intention (Y) through Brand Image (Z) has a t-statistic value of 2.105 (> t-table 1.967) with an influence of 0.118 and a p-value of 0.036 (<0.05). This shows that the influence is positive and significant, so H9 is supported.
- 3) The influence of Consumer Confidence (X3) on Purchase Intention (Y) through Brand Image (Z) has a t-statistic value of 2.024 (> t-table 1.967) with an influence of 0.114 and a p-value of 0.044 (<0.05). Thus, the influence is significantly positive, so H10 is supported.

3.3. Discussion

3.3.1 The Influence of Electronic Word of Mouth (X1) on Brand Image (Z)

The results of the analysis show that e-WOM has a significant positive influence on Brand Image with an influence of 24.4%. This finding indicates that positive reviews, recommendations, and discussions conducted by consumers on various digital platforms directly contribute to forming positive perceptions of the brand. Reviews and recommendations given by other consumers are considered more credible than direct promotions from the company, especially when the information

provided is relevant, reliable, and consistent. These factors not only strengthen consumer confidence in brand value, but also increase the brand's attractiveness in the eyes of potential new customers. These results confirm that positive reviews, recommendations, and discussions conducted by consumers on digital platforms can improve brand image in the minds of consumers. When information provided by other users is relevant, reliable, and consistent, it strengthens consumer confidence in the value and credibility of the brand. This study is in line with the theory according to [15] which states that e-WOM is one of the effective digital marketing tools in building positive perceptions of brands. The results of research by [16] and [17] support this study which shows that e-WOM variables have an effect on brand image. In addition, the trust dimension in e-WOM (for example, reviews on social media or discussion forums) can increase brand awareness and attract the interest of potential new consumers.

3.3.2 Influence of Perceived Quality (X2) on Brand Image (Z)

The results of the analysis show that Perceived Quality has a positive and significant influence on Brand Image with a large influence of 30.3%, which shows that the quality perceived by consumers contributes significantly to forming a positive brand perception. Perceived quality is the consumer's perception of the quality of the product or service received, which of course can affect brand image. These results indicate that the higher the quality perceived by consumers, the more positive the brand image formed in their minds. This finding is in line with [11], which states that perceived quality plays an important role in creating a strong brand image and can encourage customer loyalty. The results of the study are supported by [18] and [19] which show that the perceived quality variable has an effect on brand image. This finding shows that companies must continue to invest in maintaining and improving product quality to create a more positive brand perception among consumers.

3.3.3 The Influence of Consumer Confidence (X3) on Purchase Intention (Y)

The results of the analysis show that Consumer Confidence has a positive and significant influence on Purchase Intention with an influence of 16.8%. This finding shows that the level of consumer confidence plays an important role in driving their purchase intention. Consumer Confidence refers to consumers' confidence in their economic conditions and their ability to make purchasing decisions. This result shows that when consumers have a high level of confidence in their economic stability, they are more likely to buy the products offered. Consumer confidence refers to consumers' confidence in their economic conditions and their ability to make purchasing decisions. This result shows that when consumers feel confident about their economic conditions, they are more likely to buy. This finding is in line with research by [20] and [21] which states that consumer confidence has a positive and significant effect on brand image. In addition, consumer confidence in the products and services offered strengthens the relationship between their confidence and purchasing decisions, making it a key factor in driving the success of a company's marketing strategy.

3.3.4 The Influence of Electronic Word of Mouth (X1) on Purchase Intention (Y)

The results of the analysis show that Electronic Word of Mouth (e-WOM) has a positive and significant influence on Purchase Intention with an influence of 21.1%. This shows that reviews, recommendations, and discussions provided by consumers through digital platforms can significantly influence the purchase intentions of other consumers. This finding underlines the important role of e-WOM in shaping purchasing decisions in the digital era. When consumers read positive reviews or receive recommendations from other users, they become more confident in the quality of the product or service offered. Such reviews create trust that not only influences purchase intentions but also strengthens consumers' emotional attachment to the product. Previous studies by [22] and [23] support

this finding, which states that e-WOM plays a strong role in increasing consumer purchase intentions in the digital era.

3.3.5 The Influence of Perceived Quality (X2) on Purchase Intention (Y)

The results of the analysis show that Perceived Quality has a positive and significant influence on Purchase Intention with an influence of 22.8%. This finding indicates that consumer perception of the quality of a product or service is one of the main factors that drives their intention to purchase. Consumers relatively choose products or services that they consider to be of high quality, because the perceived quality often reflects the value and satisfaction they will obtain. When consumers are satisfied with the quality they feel, they are more likely to consider repurchasing or recommending the product to others. This finding supports [24] and [25] who show that the variable perceived quality has an effect on purchase intention. Therefore, companies need to continue to maintain and improve the quality of products or services to attract more consumers and strengthen their loyalty.

3.3.6 The Influence of Consumer Confidence (X3) on Purchase Intention (Y)

The results of the analysis show that Consumer Confidence has a significant positive effect on Purchase Intention with an influence of 16.8%. This indicates that the level of consumer confidence in economic stability and their ability to purchase plays an important role in driving purchase intention. Consumer Confidence reflects the level of consumer optimism about the overall state of the economy, which influences their purchasing decisions. When consumers feel confident about their economic situation or purchasing power, they are relatively more confident in allocating spending on certain products or services. This finding is in line with research by [26] and [27] which states that consumer confidence in the economy also influences product purchase intention. Therefore, companies need to pay attention to external factors that influence consumer confidence to create higher purchase intentions.

3.3.7 Influence of Brand Image (Z) on Purchase Intention (Y)

The results of the analysis show that Brand Image has a significant positive influence on Purchase Intention with an influence of 39%. This finding confirms that brand image plays a very important role in influencing consumer decisions to purchase products or services from the brand. Brand Image refers to consumer perceptions of a brand that are built through direct experience, marketing communications, and interactions with products or services. When the brand image formed in the minds of consumers is positive and trustworthy, the likelihood of consumers buying becomes greater. This finding is in line with the theory by [3], which states that a strong brand image can increase consumer purchase intentions, because consumers relatively choose brands that have a good and trustworthy image. The results of this study are in line with the research of [22] and [28] showing that the brand image variable has an influence on purchase intention. Thus, companies need to focus on managing a positive brand image through effective communication, quality service, and relevant interactions with consumers, so that they can increase brand appeal and strengthen customer loyalty.

3.3.8 The Influence of Electronic Word of Mouth (X1) on Purchase Intention (Y) through Brand Image (Z)

Based on the analysis results, it was found that e-WOM has a significant positive influence on Purchase Intention through Brand Image with an influence of 9.5%. This shows that reviews, recommendations, or experiences shared online not only directly influence purchase intentions but also through improving brand image in the minds of consumers. E-WOM plays an important role in building trust in brands, especially in the digital era. Consumers are relatively more confident in information that comes from other users' experiences than direct marketing communications from

companies. When reviews and recommendations circulating on digital platforms are positive, this can strengthen Brand Image as a quality, trusted, and relevant brand to consumer needs. This strong brand image, in turn, encourages consumers to be more confident in making purchasing decisions. E-WOM plays an important role in building brand image because consumers relatively trust the opinions of others who have experience with a product or service. Therefore, positive information spread through eWOM can improve brand image and, in turn, influence purchasing decisions. This finding is in line with the research of [17], which shows that e-WOM can influence purchase intention by strengthening brand image. Companies should invest in digital review management strategies, such as encouraging positive reviews, responding quickly to consumer feedback, and ensuring that digital interactions reflect their brand values.

3.3.9 The Influence of Perceived Quality (X2) on Purchase Intention (Y) through Brand Image (Z)

The results of the analysis show that Perceived Quality has a significant positive influence on Purchase Intention through Brand Image with an influence of 11.8%. This finding states that consumer perceptions of product or service quality do not only influence purchasing decisions by contributing to the formation of a positive brand image. Perceived quality is one of the main elements in building consumer trust and loyalty. When consumers assess that a product or service has high quality, this perception will contribute to the formation of a positive Brand Image, such as a reliable, innovative, and relevant brand. Ultimately, this positive brand image acts as a bridge connecting quality perceptions with increased purchase intentions. Consumers who are satisfied with the quality of a product or service relatively build a positive image of the brand, which influences their purchasing decisions. These results support research by [29] which found that perceived quality plays an important role in shaping consumer brand image and purchasing decisions. Therefore, companies must ensure that every aspect of the quality of their products and services continues to be improved to strengthen positive perceptions among consumers, while maintaining the consistency of their brands.

3.3.10 The Influence of Consumer Confidence (X3) on Purchase Intention (Y) through Brand Image (Z)

The results of the analysis show that Consumer Confidence has a significant positive influence on Purchase Intention through Brand Image with an influence of 11.4%. This shows that consumer confidence in the credibility and ability of a brand to meet their needs can improve brand image, which ultimately drives consumer purchase intention. Consumer confidence reflects their belief in economic stability, personal purchasing power, and the credibility of the products or services offered by a brand. When consumers feel confident in a particular brand—both in terms of quality, transparency, and reputation—this perception contributes to the formation of a positive Brand Image. A strong brand image will provide a sense of security to consumers, which is very important in making purchasing decisions, especially in dynamic economic situations. Consumer confidence in the credibility and ability of a better brand creates a sense of security and supports a positive brand image. This leads to higher purchase intention. This is in line with the research of [30] which shows that consumer confidence influences product purchase intention through a positive brand image. Companies need to focus on reputation management and transparency in their operations to ensure that their brands continue to be perceived as credible and relevant by consumers. This strategy involves effective communication, improving service quality, and quality assurance to build long-term trust among consumers.

4. CONCLUSION

This study found that factors such as Electronic Word of Mouth (eWOM), Perceived Quality, and Consumer Confidence have a significant effect on Brand Image and Purchase Intention on Hotto Purto products in Surabaya. Specifically, the influence of each independent variable on Brand Image shows a positive and significant relationship. In addition, Brand Image acts as a mediator that strengthens the influence of these variables on Purchase Intention. Overall, it was found that the quality of information received by consumers through eWOM and perceptions of product quality and the level of consumer trust play an important role in forming a positive brand image on Hotto Purto products in Surabaya. This brand image, in turn, has a significant influence on consumer purchase intention. This study supports existing theories regarding the relationship between product quality, consumer trust, brand image, and purchase intention, and shows the importance of the role of Brand Image in purchasing decisions on Hotto Purto products in Surabaya.

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