

## THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION WITH ELECTRONIC WORD OF MOUTH (E-WOM), TRUST, AND BRAND IMAGE AS MEDIATING VARIABLES OF IJA KROENG BRAND IN BANDA ACEH

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**Abstract:** *This research aims to measure the influence of social media marketing on purchase intention with electronic word of mouth (e-wom), trust, and brand image as mediating variables of Ija Kroeng brand in Banda Aceh. The sampling technique used in this research was purposive sampling. Partial Least Square-Structural Equation Modelling (PLS-SEM) was used as analytical method to determine the effect between the variables involved. The results found that electronic word of mouth (e-wom), trust, and brand image have an impact on purchase intention through the effect of social media marketing. However, e-wom has a very significant impact as a connecting variable for purchase intention in this discussion.*

**Keyword:** *Social Media Marketing, Electronic Word Mouth (E-WOM), Trust, Brand Image, and Purchase Intention*

### INTRODUCTION

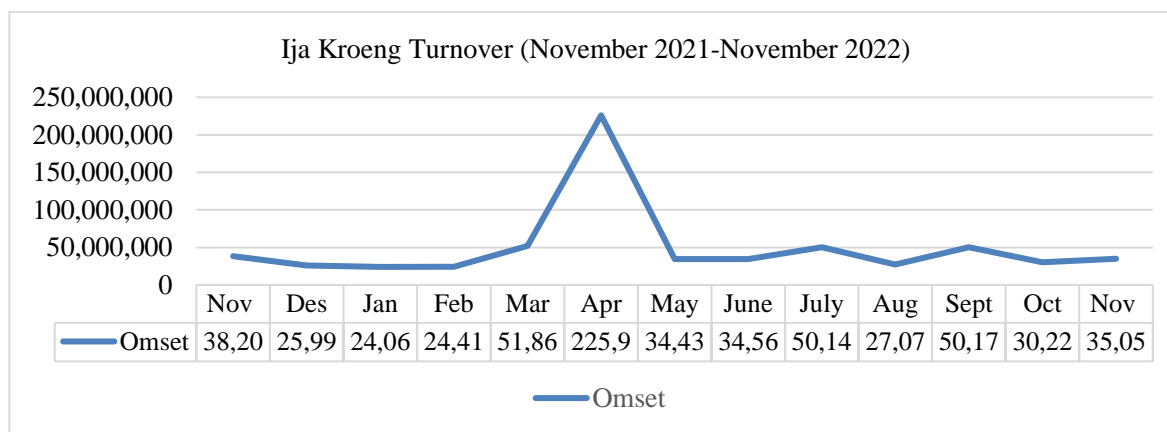
The fashion industry in Indonesia is constantly evolving due to changing cultures and lifestyles. Technological advancements and lifestyle factors drive this rapid development, resulting in both positive and negative consequences. The positive impact is that Indonesians are becoming more fashionable, while the negative effect is that they are more interested in modern clothing than traditional clothing. To preserve Indonesia's fashion culture, local fashion businesses are developing trends closely related to local aspects.

Ija Kroeng, a regional brand from Aceh, produces sarongs with distinct and unique Acehnese elements. The brand's philosophy is derived from the Aceh language, meaning "sarong," which is a long-standing culture in Aceh. Ija Kroeng's products, created in 2011, are characterized by innovative Acehnese sarong designs that follow current fashion trends and imply stories from each topic. The Pintoe Aceh Rasta collection and the exclusive Cap Sikureung motif collection offer traditional Aceh designs, including sarongs, trouser covers, koko shirts, and scarves. The production process is self-made, using 100% cotton yarn imported from India and woven in Tangerang. Ija Kroeng's mission is to improve the economic status of the Acehnese people and establish a local business industry.

Khairul, the owner of Ija Kroeng, believes that sarongs are increasingly popular among millennials due to their classic style, soft materials, and comfort. However, there is a significant age gap among Ija Kroeng customers, with 72% of sarong buyers being millennials or teenagers aged 21-29, and 28% being buyers aged 30-50. To address this issue, researchers conducted preliminary tests in Banda Aceh using online questionnaires to collect data on the brand's target market. The results showed that older customers have a high potential to become Ija Kroeng's target market.

**Table 1. Pre-Survey Regarding Purchase Intention of Customer Ija Kroeng in Banda Aceh**

No	Question	Response					Mean
		SD	D	N	A	SA	
1	I would buy sarong of Ija kroeng	0	11	21	16	2	3.18
2	I would buy sarong of Ija kroeng rather than any other product available	3	12	22	11	2	2.94
3	I intend to purchase sarong of Ija kroeng in the future	1	9	25	10	5	3.18
<b>Total</b>							<b>3.1</b>



**Figure 1. Cash Flow Ija Kroeng Store**

The survey results indicate that most respondents did not intend to purchase Ija Kroeng products, with an average value of 3.1. This suggests that the intention of prospect customers to purchase Ija Kroeng products has not reached its maximum value. The turnover rate for Ija Kroeng in 2022 is 80 percent, with the actual turnover at 782 million.

Purchase intention is defined as the customer's possibility of purchasing in the future and is influenced by various factors such as trust, brand image, and social media marketing. Trust is defined as a customer's belief that certain brands can satisfy their desires, while brand image indicates higher quality and value. A strong brand conveys the core value of both the company and its product. Social media marketing plays a significant role in increasing purchase intentions, as customers are shifting away from traditional media for information and developing purchase intentions through interactions. Social media marketing is described as connectivity and interactions with existing and prospective customers. DÜLEK & AYDIN, (2020) also point out that social media marketing has a positive effect on eWOM, and customers' marketing experience is significantly driven by social media, positively affecting customer trust and brand image.

From 35 research studies, most focused on the role of eWOM, trust, and brand image. However, only 10 studies empirically analyze the role of social media marketing as the driving factors of purchase intention. No studies exist on the link between social media marketing, eWOM, brand image, and trust specifically in the fashion industry. It is recommended to examine social media marketing in diverse industry contexts and consider its impact on other behavioral outcomes. This study aims to bridge this gap by assessing the role of social media marketing, eWOM, trust, and brand image in determining

purchase intention among older customers of Ija Kroeng. This study contributes to the literature by enriching new insights into social media marketing research in the fashion industry.

## LITERATURE REVIEW AND HYPOTHESIS

### Social Media Marketing

Social media platforms like Instagram, Facebook, Twitter, and weblogs facilitate communication, collaboration, and content sharing, making it an advantageous tool for businesses (Lee & Bai, 2020). Users interact with people with similar lifestyles, allowing for the creation and sharing of user-generated content. Social media marketing can help businesses create online marketing strategies, as customers can use social media to gather information and base their purchasing decisions on it. Social media marketing can also influence customers' intentions to take environmental-friendly actions. It can also be used for social comparison, promoting prosocial behavior and building relationships with potential customers. Companies can also use social media as a branding tool to increase brand recognition and build relationships with customers (Manzoor et al., 2020). E-WOM or viral marketing allows customers to share their product experiences and engage with online thought leaders. Marketing plays a crucial role in generating brand purchase intention, and businesses can create more effective online advertising campaigns by examining the variables determining online advertisement efficacy. Angelyn & Kodrat (2021) social media marketing indicators include marketing and content are appealing to consumers, customers comprehend the advertisement and the information provided, content and promotions that live up to customer expectations, and after seeing the advertisements and information customers are encouraged to make a purchase, also customers are encouraged to provide positive reviews.

Social media has significantly increased the reach and influence of e-wom, enabling customers to share their experiences with businesses, products, and brands. This empowering platform has a large community size, empowering customers to effectively share their experiences. Ija Kroeng can leverage this by attracting new customers through direct reviews, tagging, and Instagram stories. By leveraging this e-wom, Ija Kroeng can effectively attract new customers and improve its overall customer experience Farzin et al., (2022). Seeing social media is a new method of communication and has the power to effect purchasing decisions, it has a significant impact on how we live our lives today. Trust is crucial for a brand since it may save customers time and money. Customers choose brands more easily and purchase intentions are made more quickly when there is brand trust Ellitan (2022).

The brand's presence on social media platforms is highly functional in terms of informing customers, familiarity, and brand recognition, as it overcomes time and space constraints. Public attention and image level will have a strong influence on subsequent purchasing behaviors once the brand has been tested and fulfilled the customer's expectations. As it stands, it is expected that customers who are already familiar with the brand will prefer it again (Bilgin, 2018). Social media platforms, as a media element, enable companies' marketing staff to identify the target audience's preferences, areas of interest for this audience, and offer effective advertising to these audiences in accordance with their needs and expectations.

Purchase intention is positively influenced by online advertising, online communities, and e-wom on social media. On Facebook, neither the company's and neither user's content has any positive effect on purchase intention. Social media marketing has a positive effect on purchase intention. Social media sites have become so popular recently, many businesses are using them to create brand

communities that are based on social networking sites. Many brands, like Ija Kroeng, make an effort to maintain their online presence in addition to their offline brand communities in order to connect with their customers online and improve member engagement on websites and social media platforms like Facebook and Instagram. The websites provide users a sense of independence and enable them to interact across a range of languages, themes, and issues, cultivating a climate that encourages the free flow of messages and information. Such brand communities, which are created for information integration rather than only for economic goals, have the greatest impact on users' emotions and buy inclinations (Wolfgang May & Meier, 2012). (Farzin et al., 2022) suggest that customers can engage in social interactions through social media tools like communities, online forums, and ratings, providing opportunities for businesses to reach out to online thought leaders and deliver high-quality, low-cost market information. These platforms also enable customers to communicate with peers and share information about products and companies, making it essential to investigate customers' reactions to marketing communications using new technologies.

*H1: There is positive effect of Social Media Marketing on e-wom*

*H2: Social Media Marketing has a positive influence on the customer's Trust*

*H3: Social Media Marketing has a positive effect on Brand Image*

*H4: Social Media Marketing has a positive influence on the customers' Purchase Intention*

*H5: There is positive effect of social media marketing on Purchase Intention through e-wom, trust and brand image as mediating variable.*

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

The rapid development of the Internet has significantly increased the breadth and scale of word-of-mouth (WOM) communication, creating a favorable environment for electronic word-of-mouth (e-WOM). E-WOM is a type of online communication that is neither oral nor face-to-face, allowing customers to post comments, thoughts, and evaluations of goods and services on various channels, including discussion forums, weblogs, review websites, and social networking sites (Praharjo et al., 2016). Marketing experts need to pay more attention to e-WOM communications, as they are the core of the promotional mix for many studies.

E-WOM differs from traditional WOM in several ways, including unprecedented scalability and speed of diffusion. It is more stable and accessible than traditional WOM communication, and it provides access to reliable information. e-WOM has three dimensions: opinion seeking, opinion passing, and opinion giving (Qiao et al., 2021). The degree to which one perceives the information's credibility is a critical early stage in the information persuasion process, and if the receiver's judgment of the information's credibility is positive, they will be more likely to adopt the incoming information and use it to make purchasing intentions. Regarding (Hidayat & Astuti, 2019) e-WOM indicators include: Product information, customer participation, talking about a product with other customers, making purchasing intentions based on the knowledge gained, and increased self-confidence after reading online reviews.

E-wom is the effect of a person's uninformed opinion about goods and brands based on his or her usage of them, by cause of its importance in marketing for a long time and the fact that buyer communication can occur physically or virtually, it has been compared to traditional communication

techniques and also has a remarkably powerful asset. Depending on the number of favorable and bad online customer evaluations, client opinions can change from favorable to unfavorable. Customer recommendations are positively correlated with purchase intention and directly impact customers' decisions (Yusuf et al., 2018).

*H6: Electronic Word of Mouth (E-WOM) has a positive influence on the customers' Purchase Intention*

### **Trust**

Customer trust is crucial for both customers and businesses, as it influences their impressions of brands and corporations. Trust is built on the perception that all parties will deliver dependable, trustworthy, and accountable quality, leading to positive relationships between parties (Elizar et al., 2020). Trust in the company and personnel are the two main pillars of customer trust in service providers. Trust is essential for social behavior, particularly when making important purchasing decisions. In the context of relationship marketing, trust increases organizational commitment and efficiency, and has been shown to influence brand purchase intention (Pramudya et al., 2018).

Customers' trust in a brand is demonstrated by their allegiance, which grows the more frequently someone uses that company's product. Trust creates positive attitudes toward a brand and influences purchasing intention, as customers tend to continue with the same brand and buy products from multiple categories under it (Sarmawa & Sugianingrat, 2022). The importance of trust and relationship commitment in relationship marketing strategies can determine whether the buyer and seller share a strong emotional principle (Marliawati et al., 2020). Trust is essential for long-term transactions, as it prevents opportunistic sales and ensures the quality of financial services. The belief that customers have in creating a long-term relationship is known as customer trust (Surapati et al., 2020), those are exception integrity (integrity), perception of generosity (benevolence), perceived competence (competence) credibility (quality) and reliability (consistent).

Customer intentions to shop online can increase with a sense of trust, as can actual shopping activity. Generally speaking, trust is a belief that is susceptible to weaknesses caused by the acts of other parties without keeping track of or in control of the other party (Wang et al., 2022).

*H7: There is positive effect of social media marketing on Purchase Intention through e-wom, trust and brand image as mediating variable.*

### **Brand Image**

Brand image is an impression of a brand in the customer's mind, formed based on information and past experiences. It is a collection of brand associations deeply rooted in customers' minds and is crucial for a strong brand. A positive brand image can transform ordinary customer concerns into pleasurable experiences, attracting customers' attention. A positive brand image increases customers' personal pleasure and identification, leading to higher purchase intentions and increased brand value (Benhardy et al., 2020).

Brand image design must include various purposes and ideas, and a positive image that increases customers' personal pleasure and identification is required. A positive brand image can lower perceived risks or increase perceived value, making it easier for customers to identify items, assess quality, lower the risk of purchase, and gain experience and enjoyment from the differentiation of specific products (Nurfitriana et al., 2020). Customers are more likely to purchase well-known brand products with a

positive brand image, as it helps them identify items, assess quality, lower the risk of purchase, and gain experience and enjoyment from the differentiation of specific products. Malik et al. (2012) highlights four factors shaping brand image strength of association Keeness, uniqueness, the uniqueness of brand association, building credibility, and demonstrating complete Experience. These factors contribute to customer loyalty, satisfaction, and the success of marketing processes.

Badar (2021) is describe brand image is the perception and beliefs held by customers, represented in their memory. Building a strong brand image is challenging, as it is embedded in customer memory and cannot be easily modified. Customers consider the brand image in their thoughts when making a purchase, and its reputation influences their intention to buy. A positive brand image influences customers' purchasing inclinations, and it is essential to create a distinct and superior brand image. Strength, favorability, and originality are three approaches to build a strong brand image. A product's characteristics or advantages can be the basis for its uniqueness, and customers have a strong identification with a product when it has a specific level of distinctiveness.

*H8: There is positive effect of social media marketing on Purchase Intention through e-wom, trust and brand image as mediating variable*

*H9: There is positive effect of Brand Image on the customers' Purchase Intention*

### **Purchase Intention**

Purchase intention refers to customers' willingness to purchase a product or service in the future, influenced by factors such as brand image, customer preferences, and perceived value. It is a key indicator of brand loyalty and can be used to forecast customer behavior (Pandjaitan, 2019). Brand image is crucial for online businesses, as it increases customer confidence in environmentally responsible decision-making. Online purchase intention is a situation where a customer is willing and intends to conduct online transactions. The theory of reasoned action (TRA) forms the basis for purchase intentions, which are influenced by attitudes and subjective norms. Environmental factors, such as time constraints and financial constraints, can affect purchase intentions. Online purchase intention focuses on the customer's willingness and intention to buy a product through an online platform, such as the Internet. It can predict future behavior and can be influenced by factors such as motivations, needs, and consumption circumstances (Bebber et al., 2017). Self-efficacy in online stores is essential for novice customers to navigate and assess the quality and value of information, contributing to a more responsible and unbiased customer society.

According to (Aurelia & Widiyanti, 2022) there are 4 indicators of purchase Intention. The following are the indicators: Transactional Interest; Transactional interest is the propensity to purchase a good or service by a person. Reference Interest; Referential interest describes a person's propensity to promote a product to others. Favourite Interest; Preferential Interest is a term used to describe how someone acts when they strongly like a certain product. Only in the event that the preferred product becomes unavailable is this choice transferrable. Explorative Interest; This interest describes the behaviour of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product. Preferential Interest; Namely interest that describes the behaviour of someone who has a primary preference for the product.

Depending on the number of favorable and bad online customer evaluations, client opinions can change from favorable to unfavorable. Customer recommendations are positively correlated with purchase intention and directly impact customers' decisions. The introduction and growth of the internet

have increased the number of customer comments posted online and given customers the chance to share their consumption-related advice through e-wom (Arif., 2019). Brand connecting with a brand requires trust, which is a representation of faith in the brand's future dependability and customer approval. The idea of trust is only appropriate in risky situations (such as when there is a greater or lesser variety of brands). Accurately, when a customer thought a product was extremely risky, they were less likely to trust the brand because they knew they could rely on it (Dam., 2020). Customer intentions to shop online can increase with a sense of trust, as can actual shopping activity. Generally speaking, trust is a belief that is susceptible to weaknesses caused by the acts of other parties without keeping track of or in control of the other party (Wang et al., 2022).

H10: *There is positive effect of Trust on Purchase Intention*

## RESEARCH FRAMEWORK

The conceptual framework that underlies this research is that Purchase Intention is determined by the Electronic Word of Mouth (eWOM), Trust, and Brand Image factors in increasing Social Media Marketing. The conceptual framework in this study will explain the relationship between each variable towards increasing Purchase Intention. It can be describe as follow:

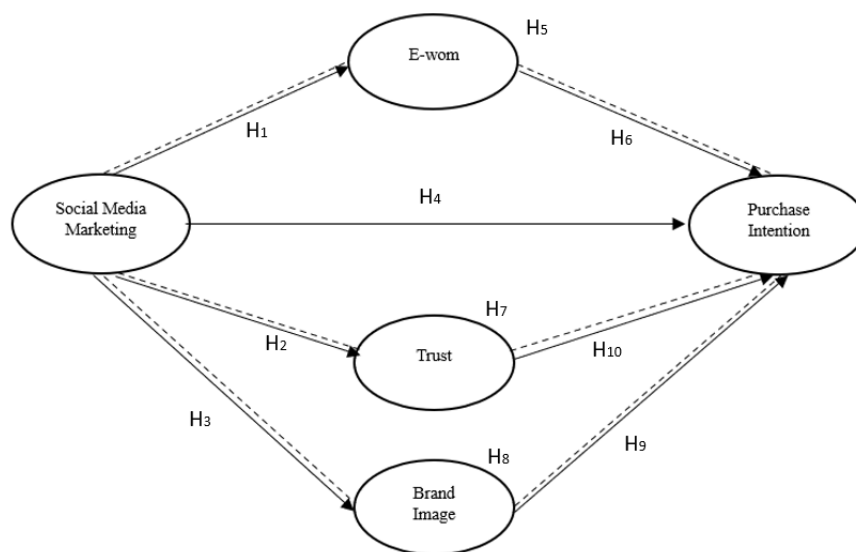


Figure 2. Cash Flow Ija Kroeng Store

## RESEARCH METHODOLOGY

### Population

The population is the total number of individuals or objects with specific characteristics that researchers investigate and draw conclusions from. Population determination is crucial in research as it provides valuable data. Sharma and Deb (2019) define population as a collection of elements divided into several characteristics. Respondents must be aged 22-60, aware of the product, and aware of its social marketing. The study is conducted in Banda Aceh, Indonesia.

### Data Collection Techniques and Measurement Scale

This study used a questionnaire method to collect accurate data, which is primary data provided directly by the researcher. The questionnaire included questions or written statements, with a Likert scale used for analysis. Respondents were asked to indicate their level of agreement using a checklist or multiple choice, representing questions on a scale of 1 to 5. This method ensures that the data collected is accurate and aligns with the research object.

### Data Analysis Tools

In this study, hypothesis testing was carried out using Structural Equation Modelling (SEM) using Analysis of Moment Structure (AMOS) software to process the collected data.

### Operational Variable

The Dependent Variable in this study is Purchase Intention, while the Independent Variable is Social Media Marketing and the Mediating Variable used in this study are E-WOM, Trust and Brand Image.

## RESULT AND DISCUSSION

### Characteristic of Respondent

**Table 2. Characteristic of Respondent**

No.	Description	Frequency	Percentage
1.	Gender:		
	▪ Men	83	53.3
	▪ Women	67	44.7
Total		150	100,0
2.	Age:		
	▪ 22-29 years	48	32.0
	▪ 30-39 years	83	55.3
	▪ 40-49 years	19	12.7
Total		150	100,0
3.	Occupation:		
	▪ Students	42	28.0
	▪ Civil servants	60	40.0
	▪ Entrepreneur	24	16.0
	▪ Others	24	16.0
Total		150	100,0
4.	Income:		
	▪ Rp. 1.500.000 – Rp. 2.499.999	33	22.0
	▪ Rp. 2.500.000 – Rp. 3.499.999	54	36.0
	▪ Rp. 3.500.000 – Rp. 4.499.999	45	30.0
	▪ >Rp. 5.000.000	18	12.5
Total		150	100,0

Source : Primary Data, 2023 (Processed)



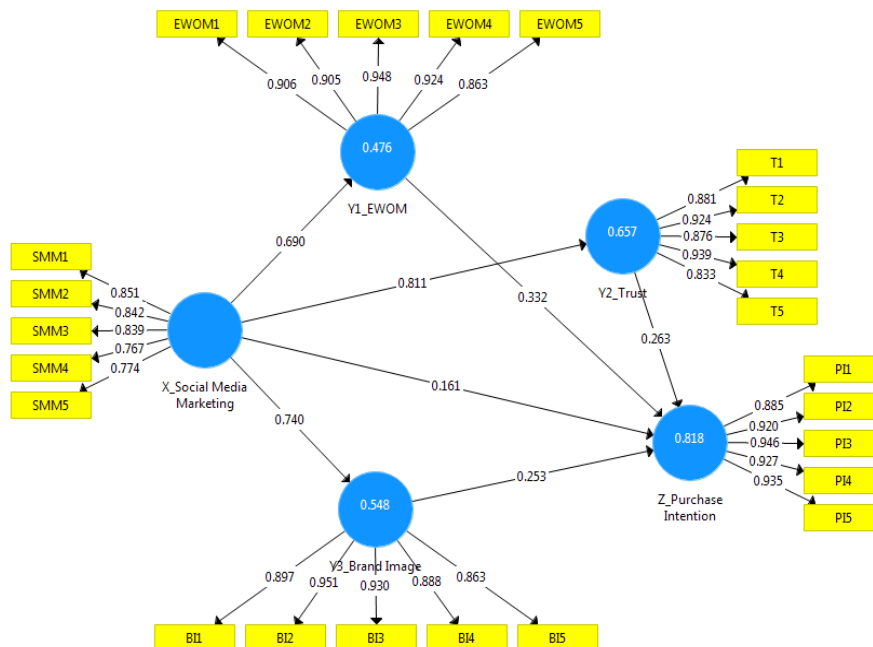


Figure 3. Path Coefficient Results

This value reflects the reliability of all indicators in the model, the minimum value is 0,7 while the ideal is 0,8 or 0,9. Each latent variable must be able to explain the variance of each indicator by at least 50%. Therefore, the absolute correlation between latent variables and indicators must be > 0,7. Reflective indicators should be removed from the measurement model if they have external standard loadings below 0,4.

1. Validity Test

Table 3. Validity Test Results

No. Statement		Variable	Correlation coefficient	Critical value 5%	Desc.
				(N=385)	
1	A1	Social media marketing	0,853	0,1603	Valid
2	A2		0,805		
3	A3		0,854		
4	A4		0,802		
5	A5		0,781		
6	B1	E-WOM	0,869	0,1603	Valid
7	B2		0,897		
8	B3		0,926		
9	B4		0,885		
10	B5		0,831		

No. Statement		Variable	Correlation coefficient	Critical value 5%	Desc.
				(N=385)	
11	C1	<i>Trust</i>	0,876	0,1603	Valid
12	C2		0,913		
13	C3		0,873		
14	C4		0,914		
15	C5		0,807		
16	D1	<i>Brand image</i>	0,853	0,1603	Valid
17	D2		0,920		
18	D3		0,907		
19	D4		0,849		
20	D5		0,844		
21	E1	<i>Purchase intention</i>	0,884	0,1603	Valid
22	E2		0,919		
23	E3		0,940		
24	E4		0,935		
25	E5		0,934		

Source: Primary Data 2023, (processed)

Table 3 confirms that all variables used in this study are valid due to their correlation coefficient, which is equal to 0.1603. This means that all questions in the research questionnaire are valid, and all indicator items from each variable meet the criteria for future testing.

### Reliability Test

**Table 4. Research Variable Reability (Alpha)**

No.	Variable	Variabel Item	Alpha score	Desc
1.	Social media marketing	5	0,877	Reliable
2.	E-WOM	5	0,928	Reliable
3.	Trust	5	0,925	Reliable
4.	Brand image	5	0,922	Reliable
5.	Purchase intention	5	0,955	Reliable

Source: Primary Data 2023, (Processed)

According to the reliability study, the alpha for each respondent's perception variable be allowed seen from numerous variables, exhibit the reliability measurement fulfills the credibility of the Cronbach Alpha when the alpha value is greater than Alpha 0.60.

### Hypothesis Testing with direct Effect

Hypothesis testing through this t-test was carried out using the Critical Ratio (CR) value > 1.96 with a significant level of p-value below 0.05. Based on Table above, it can be concluded that the research results are as follows:

Variables	Original Sample	Min Sampel (M)	Standart Deviation	T-Statistic	P-Value
X_Social Media Marketing -> Y1_EWOM	0.690	0.683	0.086	8.056	0.000
X_Social Media Marketing -> Y2_Trust	0.811	0.797	0.069	11.714	0.000
X_Social Media Marketing -> Y3_Brand Image	0.740	0.734	0.083	8.903	0.000
X_Social Media Marketing -> Z_Purchase Intention	0.161	0.206	0.137	1.172	0.242
Y1_EWOM -> Z_Purchase Intention	0.332	0.313	0.094	3.534	0.000
Y2_Trust -> Z_Purchase Intention	0.263	0.268	0.100	3.041	0.000
Y3_Brand Image -> Z_Purchase Intention	0.253	0.224	0.100	3.004	0.000

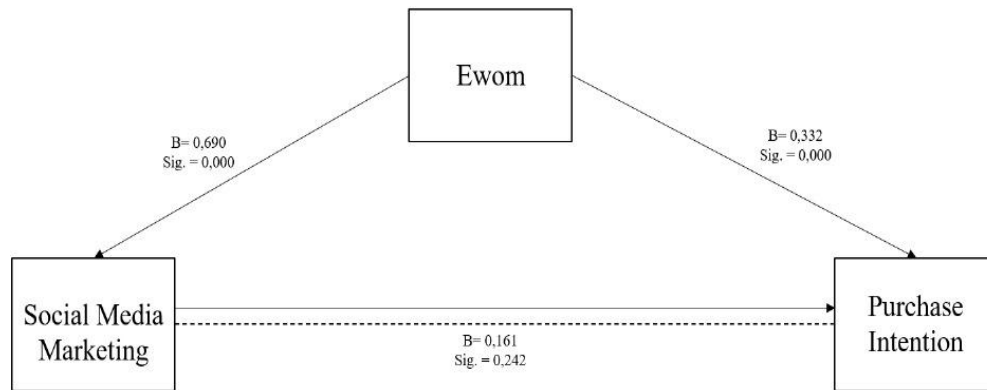
Source: Primary Data 2023, (Processed)

### Hypothesis Testing with indirect Effect

Variables	Original Sample	Min Sampel (M)	Standart Deviation	T-Statistic	P-Value
X_Social Media Marketing -> Y1_EWOM -> Purchase Intention	0.229	0.211	0.064	3.562	0.000
X_Social Media Marketing -> Y2_Trust -> Purchase Intention	0.243	0.214	0.131	3.623	0.000
X_Social Media Marketing -> Y3_Brand Image -> Purchase Intention	0.217	0.159	0.129	3.451	0.000

Source: Primary Data 2023, (Processed)

### The Influence of Social Media Marketing on Purchase Intention through E-wom

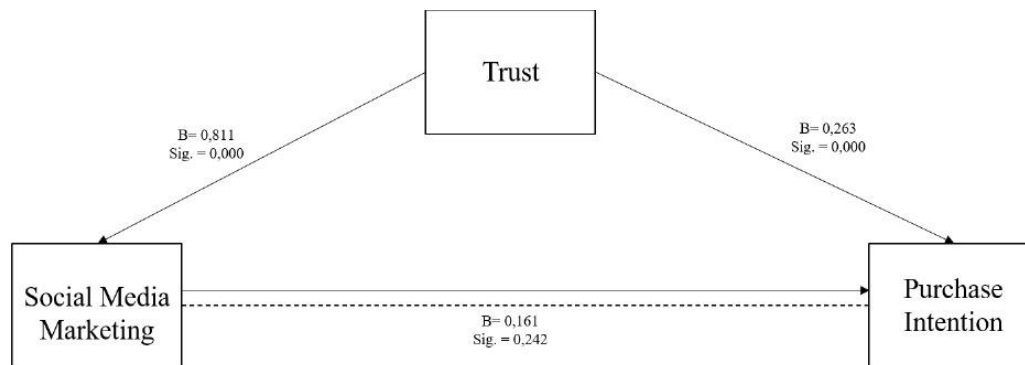


**Figure 4. Testing the Effects of Mediating Social media marketing on Purchase intention through e-wom**

The bootstrapping computation results show that e-wom acts as a moderator between social media marketing and purchase intention. Social media marketing has no significant effect on purchase intention, indicating that e-wom's role in mediating the relationship is entirely mediating. Full mediation implies that purchase intention fully mediates the association between social media marketing and e-wom.

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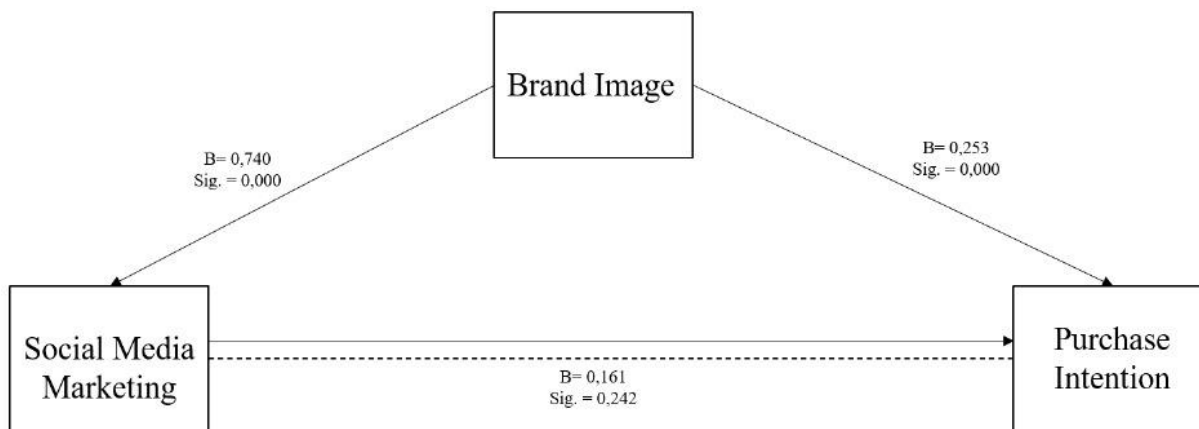
**The influence of Social Media Marketing on Purchase Intention through Trust**



**Figure 5. Testing the Effects of Mediating Social media marketing on Purchase intention through Trust**

The bootstrapping computation results show that trust acts as a moderator between social media marketing and purchase intention, with a significant effect of 3.623. This implies that social media marketing has no significant effect on purchase intention, indicating that trust's role in mediating the relationship between social media marketing and trust is completely mediating.

**The influence of Social Media Marketing on Purchase Intention through Brand Image**



**Figure 6. Testing the effects of mediating social media marketing on purchase intention through brand image**

The bootstrapping computation results show that brand image acts as a moderator between social media marketing and purchase intention, with no significant effect on purchase intention. This implies that purchase intention fully mediates the relationship between social media marketing and brand image.

**MANAGERIAL IMPLICATION**

Based on the results of the research conducted, there are several managerial implications that can be used as input for Ija Kroeng in developing its strategy. Ija Kroeng's brand should improve their social media marketing promotions by offering attractive prices and discounts on their fashion products to attract consumers. This is due to the fact that finding attractive prices may provide consumers with information that can be shared with other consumers and affect their fashion choices. Ija Kroeng's brand may also enhance user/buyer trust such as providing an attractive and comfortable atmosphere in the store so that consumers can feel a different sensation when shopping as well as the sensation, stimulation, excitement and fantasy that consumers feel when entering another world by seeing and holding goods, smelling the fragrance of a shopping store, and listening to the sound of music when entering a store. This shopping experience will increase the spread of positive news among consumers and even to those around them, thus influencing other consumers' fashion choices.

Ija Kroeng's brand may improve e-wom to influence consumer behavior such as providing interesting tips to consumers about fashion, where tips such as mixing and matching trendy fashion will attract the interest of consumers, especially fashion lovers. This will provide new knowledge and the latest observations in influencing purchase intention to shop for Ija Kroeng's fashion so that it will influence the adoption of other consumers' new fashions. For the last, Ija Kroeng's brand may also

increase brand image in order to influence purchase intention such as offering their fashion products by creating gift packages or gift sets that will provide ideas and interest consumers to provide the perfect gift for others.

## CONCLUSIONS AND RECCOMENDATIONS

### Conclusions

The study found that social media marketing positively impacted e-wom customers in Banda Aceh by 0.690, trust by 0.811, and brand image by 0.740. However, it did not affect customer purchase intention. Moreover, e-wom positively impacted purchase intention by 0.332, trust by 0.263, and brand image by 0.253. In the mediation test, e-wom mediated the effect of social media marketing on customer purchase intention, trust mediated the effect of social media marketing on purchase intention, and brand image mediated the influence of social media marketing on purchase intention customers in Banda Aceh. The results suggest that social media marketing can be a valuable tool for businesses to reach their target audience and increase their sales.

### Suggestions

For further research, it is expected to add other variables as research variables that can influence Purchase intention. Future researchers can take more fast fashion brand objects in order to see more broadly, how big the factor of consumer based brand equity is on brand purchase intention of fast fashion brands.

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