

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Service Quality and e-WOM Promotion on Purchase Intention through Brand Image and Brand Trust in Dental Clinics

Eunike Imanuel¹, Endang Ruswanti²

^{1,2} Department of Magister Management, Faculty of Economics and Business, Universitas Esa Unggul, Jakarta, Indonesia. Email: eunike@student.esaunggul.ac.id¹, endangruswanti@esaunggul.ac.id²

ARTICLE HISTORY

Received: September 20, 2025

Revised: November 7, 2025

Accepted: November 24, 2025

DOI

<https://doi.org/10.52970/grmilf.v6i1.1754>

ABSTRACT

This study aims to examine each variable that influences its respective role. For example, the influence of product quality on e-WOM, brand image, brand trust, and purchase intention at a dental clinic in Jakarta. This study involved 150 dental clinic patients in Jakarta from December 2023 to February 2024. SmartPLS 4.0 software was used to conduct data analysis using the Structural Equation Model (SEM). The study found that Service Quality, Electronic Word of Mouth, Brand Image, and Brand Trust have a positive effect on Purchase Intention, both directly and indirectly. Service Quality (SQ) has a positive effect on perceived Brand Image, and Quality of Brand Trust (BT) has a positive effect on Brand Trust (BT). This also supports this study. e-WOM has a positive impact. Good service quality at a dental clinic can create a positive perception in the minds of consumers regarding the clinic's image. Positive information from other customers on social media, online reviews, and digital platforms can improve consumers' perceptions of the clinic's service quality (Brand Image) while fostering a sense of security and trust in choosing the clinic (Brand Trust).

Keywords: Service Quality, Electronic Word of Mouth, Brand Image, Brand Trust.

I. Introduction

In today's digital era, consumers increasingly rely on information sources available online to guide them in making purchasing decisions. The role of the internet and social media has had a significant impact on changes in consumer behavior and the methods applied by companies in running their business (Dwivedi et al., 2021). The latest technological innovations have created various new communication mechanisms and tools, which provide opportunities for companies to establish communication and interaction with customers, both existing and potential (Ebrahim, 2020). Society today has transformed into a medium that allows collaboration and exchange of information (Verma & Yadav, 2021). With increasingly easy internet access, consumers now seek more information about products or services through reviews, ratings, and the experiences of other consumers (Park & Kim, 2008). Recommendations from fellow users are now considered more credible than traditional marketing (Morris, 2009). This is reinforced by the findings of Silaban et al. (2023), who stated that electronic word of mouth is one of the most effective forms of promotion today.

In the current marketing context, Electronic Word of Mouth (e-WOM) has become a topic of particular interest, especially in marketing literature. This is because e-WOM plays an important role in increasing

consumer awareness and has the potential to increase their intention to make purchases (Lee & An, 2018). By utilizing information technology, social media platforms, and various reviews from consumers, an opportunity is created for consumers to share information about products and their experiences using these products.

One of the main advantages of e-WOM is its ability to facilitate two-way communication, allowing consumers to provide suggestions and reviews to each other. This has a significant impact on the product being discussed, especially before consumers make a purchasing decision. This factor is very influential in the consumer decision-making process (Nair & Radhakrishnan, 2019). Through the use of e-WOM, consumers can gain a broader and deeper perspective on products, which ultimately helps them to make more informed and informed choices. Of course, this must be supported by good product quality. Buyers are satisfied with high-performance products Gelderman et al., 2021). If product quality is poor, consumers are less likely to make a purchase (Wang et al., 2019). Consumers make inferences about product quality, and poor quality perceptions can negatively impact consumers' behavioral intentions toward products and producers (Gök et al., 2019). Business people need to understand the influence of social media and E-WOM, because the influence of social media and E-WOM can be (Urgency) increasing trust and interest in online shopping, so that business people can use online media to carry out buying and selling processes (Suryadiningrat et al., 2022). Factors such as service quality, product quality, physical environment quality, perceived price, trust, and happiness determine the level of customer satisfaction and customer loyalty, which can be used as a scientific reference in the marketing field, especially in the culinary business industry (Syah & Utami, 2024).

Consumers are of the view that brand image plays an important role in determining the quality of a product; the better the brand image, the more the perceived quality of a product will increase. Brand image itself is a collection of various distinctive attributes and benefits, which differentiate a brand from its competitors in the market (Siddiqui et al., 2021). From a management perspective, it is very important for companies to realize that strengthening the brand image and recognizing its benefits can help in converting consumer perceptions into strong brand equity (Iglesias et al., 2019). Furthermore, brand image plays a role as the main trigger in creating consumer satisfaction and trust in the brand or brand trust (Song et al., 2019). The brand image perceived by consumers plays an important role in building trust in the brand (Ali et al., 2018). Meanwhile, Seifert dan Kwon (2020) suggest that changes in brand trust and consumer attitudes towards involvement in the value co-creation process have a positive impact on purchase intentions. Based on the desire to buy a number of goods from a certain brand, when people buy goods and services, they make their own purchasing choices. Therefore, in encouraging purchase intentions, the formation of a good brand image, trust in the brand, positive e-WOM, and good product quality are very important.

Taking the context of selling dental care products, this research seeks to understand how product quality and e-WOM influence purchase intentions, with brand trust and brand image acting as mediating variables. Although several studies have examined the influence of product quality, e-WOM, brand image, and brand trust on purchase intention, they focused on different industrial sectors. Research on the influence of product quality and e-WOM in the food industry has been carried out, such as in coffee shops (Armawan et al., 2023; Meisye & Muhmin, 2023), food (Handayani & Purnama, 2023). Research on the influence of e-WOM, brand image, and brand trust on purchase intention in the health industry, namely hospitals (Ruswanti et al., 2020) and beauty service products (Kohler et al., 2023; Nurhazizah, 2023; Salhab et al., 2023). In the fashion industry, research has also been conducted on the influence of e-WOM and brand image (Ibnu Khawari & Ilyas, 2023; Ketaren & Ruswanti, 2022). Meanwhile, research on the influence of product quality, e-WOM, brand image, and brand trust on purchase intentions is also spread across other industries such as retail products (Anastasiei & Dospinescu, 2019; Nyagadza et al., 2023), vehicles (Jalilvand & Samiei, 2012), and ride-hailing (Subriadi & Baturohmah, 2023). However, research on the influence of service quality and E-WOM on purchase intention in the dental care service sector is still rarely conducted (Gap).

Based on this explanation, this research aims, among other things, to examine the influence of each variable on its respective role, which is related to the influence of Service Quality on e-commerce, brand image, brand trust, and purchase intention. At a dental clinic in Jakarta. It is hoped that this research has the potential

to fill gaps in the literature and provide insight into the field of sales of dental care products to improve the quality of their services while strengthening brand trust and brand image.

II. Literature Review and Hypothesis Development

2.1. Relationships Service Quality and Brand Image

Service quality is a crucial factor in shaping consumer perceptions of a brand, particularly in the service sector, such as dental clinics. Good service quality, including reliability, responsiveness, assurance, empathy, and tangibles (Datta & Vardhan, 2017), can provide a positive experience for consumers during interactions with service providers. These consistent positive experiences will then create positive impressions and associations about the brand, thereby strengthening the brand image in consumers' minds (Zahid & Ruswanti, 2024). Consumers will perceive the brand as professional, trustworthy, and providing satisfactory service. Therefore, the higher the quality of service provided, the stronger the brand image formed in the eyes of consumers. Clinics with a good service reputation will receive positive assessments, which become a competitive advantage in attracting new customers and retaining existing ones.

2.2. Service Quality and Brand Trust

One of the factors that determines the level of customer trust in a brand is service quality. Customers who see that the service meets their expectations tend to share positive experiences and impressions and recommend the service to other potential customers (Purnamabroto et al., 2022). Service quality can be measured by meeting customer needs and expectations, as well as the accuracy of communication to meet customer expectations. Brand trust is a customer's trust in a product or company. Brand trust is very important in determining consumer purchasing decisions. If customers already trust a brand, they will become more loyal. It will be easier to build cooperative relationships if there is customer trust between the company and the customer. This trust is demonstrated by the credibility given by others because they have the desired skills to complete the task. Apart from that, customer trust can also be gained by doing the best for others during the relationship (Subhan & Thalib, 2022).

2.3. e-WOM and Brand Trust

Electronic Word of Mouth (e-WOM) is a form of communication between consumers through digital media that includes reviews, ratings, and experiences regarding a product or service. Because e-WOM originates from consumers' real experiences and has no direct commercial interest, this information is considered more authentic, honest, and trustworthy than traditional promotions (Saputra & Barus, 2020). Consumer trust in a brand (Brand Trust) is strongly influenced by the quality and consistency of the information they receive. When consumers find a lot of positive feedback about a brand on digital platforms, they will feel more confident that the brand is capable of providing satisfactory value and experiences (Zhou et al., 2020). This then increases their belief in the brand's reliability and credibility.

2.4. e-WOM and Brand Image

Electronic Word of Mouth (e-WOM) is informal communication between consumers through digital media that includes reviews, recommendations, and experiences related to a product or service. Information conveyed through e-WOM is often considered more objective and credible because it comes from other consumers who have had direct experience (Handoko & Melinda, 2021). Brand image is formed through consumer perceptions of a brand's characteristics and reputation. When consumers are exposed to positive information through e-WOM, such as satisfying reviews, high ratings, or testimonials describing the quality

and excellence of a service, positive associations with the brand become stronger and more consistent (Prahasti et al., 2023). Thus, e-WOM serves as a medium that helps expand exposure and strengthen a brand's image in the public eye.

2.5. Brand Image and Brand Trust

Brand image has long been recognized as one of a company's most valuable assets. This is not only a visual or perceptual representation of a brand, but also a reflection of the values and expectations instilled in consumers' minds (Ermawati & Afifi, 2018; Luthfitawati & Sutejo, 2026). Articulates that brand image is not only related to how consumers perceive the brand, but also to the set of values they believe in. As a result of this perception, brand image plays a central role in consumer purchasing decisions. In the context of brand trust, defined by Park et al. (2006) as the expectation that a brand will be consistent and responsive to consumer needs, previous experience with the brand plays a crucial role. Brand trust arises from previous experiences that suggest the brand is reliable. However, what is interesting is how brand image can influence the formation of these beliefs. Numerous studies have shown a significant relationship between brand image and brand trust. Oppong et al. (2023) found that brand image has a direct influence on brand trust. Furthermore, Ulfa (2019) stated that brand image strengthens brand trust, indicating that when brand image is strengthened, brand trust also increases. When a brand image is perceived positively by consumers, this leads to the formation and strengthening of brand trust.

2.6. Variable Relationships Brand Image and Purchase Intention

Brand image is a crucial factor influencing consumer purchasing decisions. As an external signal, brand image helps consumers assess product quality, especially when product attributes are difficult to evaluate directly (Grewal et al., 2013). A strong brand image is generally associated with higher quality, thus providing a sense of confidence and reducing uncertainty in decision-making (Santi & Suasana, 2021). Various studies have shown that brand image has a positive effect on purchase intention (Fasha et al., 2022; Jalilvand & Samiei, 2012; Susanti et al., 2026). In addition to its direct influence, brand image can also influence purchase intention through perceived quality and brand trust. Consumers who view a brand positively tend to have better quality perceptions and higher trust in that brand, thus increasing their motivation to make a purchase (Erida & Rangkuti, 2017; Putri & Nasution, 2021). Thus, a strong brand image not only increases the brand's value in the eyes of consumers but also increases the likelihood of consumers choosing and purchasing that product or service.

2.7. Brand Trust and Purchase Intention

Brand trust is widely recognized as one of the main catalysts influencing consumer purchase intentions. This element marks the level of confidence that consumers have in a brand, influencing whether consumers will choose to engage in purchasing transactions. In this context, Giantari et al. (2013) stated that trust is an important pillar in marketing dynamics, providing a basis for consumers in making purchasing decisions. Definition from Ali et al. (2018) regarding brand trust highlights the importance of consumer commitment, describing brand trust as a consumer's desire to rely on a brand despite risks, in the hope that the brand will provide positive outcomes. The implication is that consumers who have high trust in the brand will have stronger purchasing intentions. According to Putra & Sumartik (2024) confirms this view is confirmed by stating that brand trust that has been well formed will have a positive impact on purchase intentions. The focus on purchase intention as a result of brand trust was also emphasized by Punyatoya (2019), who found that brand trust can drive higher purchase intent.

2.8. The Relationship Between Service Quality Variables and Purchase Intention

Dennisa & Santoso (2016) found that service quality significantly influences brand image, while brand image can mediate the influence of service quality on consumer purchase intention (Benhardy et al., 2020). (Kotler et al., 2018) also emphasized that good quality encourages consumers to choose and purchase products. Furthermore, brand trust arises when consumers believe in a brand's ability to meet their expectations (Seo et al., 2020). Several studies have shown that product quality has a positive effect on purchasing decisions (Amron, 2018; Diyanto et al., 2020; Fatmawati et al., 2017), where brand trust also mediates this relationship (Lailiyah & Setyaningsih, 2020). Thus, high product quality not only strengthens consumers' image and trust in the brand but also increases their purchase intention.

2.9. e-WOM Variables to Purchase Intention

In the digital era, consumers increasingly rely on information obtained through electronic media. Electronic word of mouth (e-WOM) is a crucial factor influencing purchase intentions because it allows consumers to obtain reviews and recommendations from a vast social network without geographical boundaries. (Chan & Ngai, 2011). Consumers tend to trust the opinions of others, so e-WOM can shape perceptions and drive purchasing decisions. (Patel, 2015). Consequently, companies that are able to foster positive e-WOM will experience increased conversions and business growth. Furthermore, brand image also plays a role in influencing purchase intentions. A positive brand image can increase consumer trust and loyalty, making them more confident in choosing a product or service. (Chen et al., 2018; Nugroho & Sutisna, 2026). Several studies have shown that brand image can mediate the relationship between e-WOM and purchase intentions. Jalilvand & Samiei, (2012) Found that in addition to having a direct influence on purchase intentions, e-WOM also strengthens brand image, ultimately increasing consumer desire to purchase. Thus, e-WOM can influence purchase intentions both directly and through enhancing brand image. Based on the literature review above, the relationship between e-WOM and purchase intention can be explained as follows:

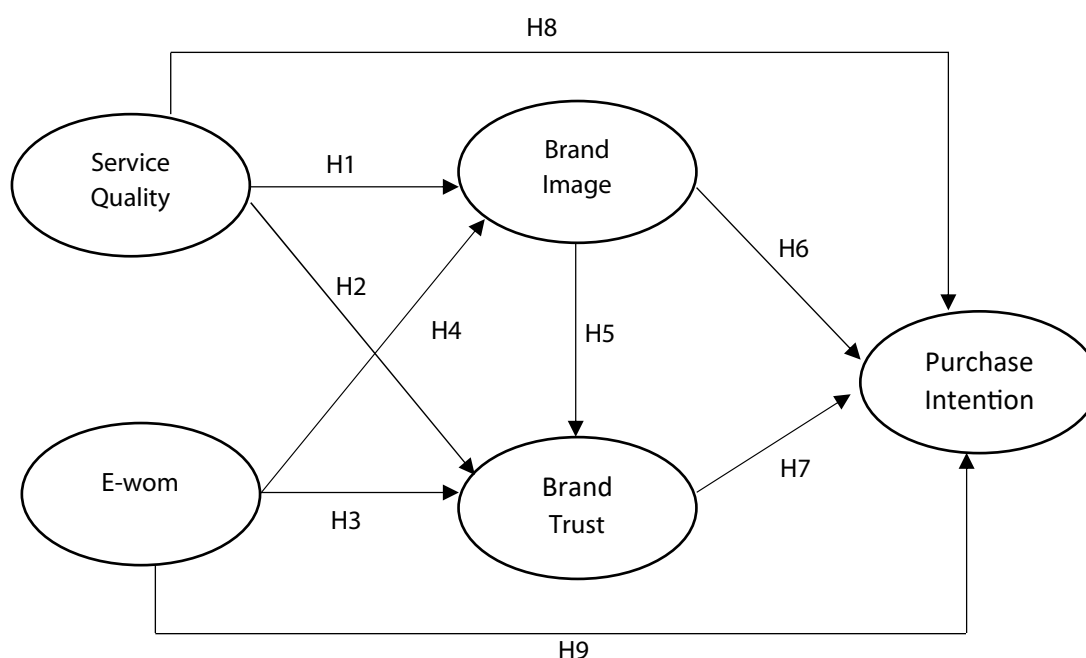


Figure 1. Research Method

The hypothesis proposed in this study is as follows:

- H1: Service Quality (SQ) has a positive influence on Brand Image (BI)*
- H2: Service Quality (SQ) has a positive influence on Brand Trust (BT)*
- H3: Electronic Word of Mouth (E-WOM) has a positive influence on Brand Trust (BT)*
- H4: E-WOM has a positive influence on Brand Image (BI)*
- H5: Brand Image (BI) has a positive influence on Brand Trust (BT)*
- H6: Brand Image (BI) has a positive influence on Purchase intention*
- H7: Brand Trust (BT) has a positive influence on Purchase Intention*
- H8. Service Quality (SQ) has a positive influence on Purchase Intentions (PI)*
- H9. Electronic Word of Mouth (E-WOM) has a positive influence on Purchase Intentions (PI)*

III. Research Methods

This research uses a quantitative approach, using numbers, data in the form of certain numbers (scores or values) to predict that a certain variable will influence other variables (Creswell, 2014). The method used is the Structural Equation Model (SEM), with data processing and analysis using SmartPLS 4.0 software. Test validity and reliability using Cronbach's Alpha. Mark Cronbach's Alpha, which is close to 1, indicates the reliability of the test is getting better (Hair et al., 2014). Data collection in this research used an online survey method using Google Forms. The research population is the entire unit or element to be analyzed (Budiastuti & Bandur, 2018).

The questionnaire is divided into three parts, where the first part contains name, occupation, age, income, education, and gender. Meanwhile, the second part contains customer behavior regarding the frequency of purchasing dental care products and brands purchased in a certain time period. The third section contains 30 questions regarding the five variables measured. The e-WOM section has five questions that adopt e-WOM measurements (Kala & Chaubey, 2018). Six questions adopted Service Quality measurements (Razak et al., 2016). Four questions adopted brand image measurement (Kala & Chaubey, 2018). Eight questions measuring brand trust (Zixin et al., 2023). Seven questions were adopted to measure purchase intention (Prasad et al., 2019).

Measurement of e-WOM, Brand Image, and purchase intention was carried out using a Likert scale with five answer choices, ranging from strongly disagree (1) to strongly agree (5). One of the advantages of using an interval scale is that it allows researchers to use a variety of statistical methods for nominal and ordinal scale data. These techniques can not only be applied to the arithmetic mean, standard deviation, product-moment correlation, and other commonly used statistics, but also allow researchers to use a variety of other statistical techniques. In marketing research (Malhotra et al., 2013).

3.1. Sample

With 30 question subjects, the minimum sample taken is $5 \times 30 = 150$ samples. The sampling technique in this research used non-probability sampling, with the research sample criteria being individuals who live in Jakarta and purchase dental care product services.

3.2. Data Collection Method

The data collection method in this study used a quantitative approach through a survey. Primary data was obtained directly from respondents, who were dental clinic patients who had used the services within a specific period. The survey was conducted using a structured questionnaire based on indicators for each research variable: Service Quality, e-WOM Promotion, Brand Image, Brand Trust, and Purchase Intention.

3.3. Hypothesis Testing

The hypothesis testing process in this study was conducted by assessing the significance of the path coefficient for each relationship between variables. The bootstrapping technique was used to obtain the T-statistic and P-value as the basis for decision-making. The hypothesis was accepted if it met the statistical criteria, namely the T-statistic > 1.96 at a 5% significance level (two-tailed) and the P-value < 0.05 , and the direction of the coefficient must be positive in accordance with the proposed hypothesis. Thus, the test results can indicate whether the relationship between variables in the research model is significant.

IV. Results And Discussion

Respondents in this study were consumers from several dental clinics in DKI Jakarta. Data was collected from early February to mid-March 2024. Of the 150 respondents, the majority were 108 women (72%) and 42 men (28%). The distribution of patients at this dental clinic in terms of age in this study was under 18 years 19 people (12.7%), 18-24 amounted to 43 people or 28.7%, aged 25-30 were 48 (32%) and 31-40 years amounted to 22 people (14.7%) and over 40 years 18 people (12%). In terms of employment, there were 40 students (26.7%), 60 employees (40%), 34 self-employed people or 22.7% and 16 others or 10.7%. Sarstedt et al. (2017) recommend carrying out Construct Validity and Reliability Tests on the reflective measurement model, where the value Loading Factor required in SmartPLS 4.0 is ≥ 0.70 . The measurement of construct validity in this research is acceptable and stated as valid, because the indicators for each variable have a value Loading Factor above 0.7. The calculation results of Composite Reliability (CR) and Average Variance Extracted (AVE) in this study can be said to fulfill the requirements as a whole. Hair et al. (2017) argue that the required values are CR ≥ 0.70 and AVE ≥ 0.50 . Obtained CR and AVE results for variables Electronic Word of Mouth (CR=0.912; AVE=0.677), variable Service Quality (CR=0.949; AVE=0.757), variable Brand Image (CR=0.884; AVE=0.792), variable Brand Trust (CR=0.870; AVE=0.691), and variable Purchase Intention (CR=0.963; AVE=0.897). For further information regarding construct validity and reliability tests, see the attachment.

According to Henseler et al., (2015) Test Discriminant Validity is specified as valid if the AVE root of each latent variable is higher than the correlation with other latent variables (Fornell-Larcker Criterion), and indicators also have a higher correlation to their respective latent variables compared to other latent variables (Cross Loading) can be seen in the attachment. The next analysis is to find out the size of the R value on each equation. R value function 2 is to show the strength of the independent variable, which can explain the dependent variable that is influenced. Variable Purchase Intention is influenced jointly by variables Electronic Word of Mouth, Service Quality, Brand Image, and Brand Trust, with an R^2 value as high as 0.495. These results explain that 49.5% of the variables Purchase Intention can be explained by variables Electronic Word of Mouth, Service Quality, Brand Image, and Brand Trust, whereas the remaining 50.5% is influenced by other variables. Variable Brand Image is influenced jointly by variables Electronic Word of Mouth and Service Quality, with an R^2 value as high as 0.277. The data obtained by 22.5% explains that the variable Brand Image is explained jointly by variables Electronic Word of Mouth and Service Quality, while the remaining 77.5% is influenced by other variables.

The next analysis is variable Brand Trust, which is jointly influenced by variables Electronic Word of Mouth and Service Quality, with an R^2 value as high as 0.098. The results show that 9.8% variable Brand Trust can be explained by variables Electronic Word of Mouth and Service Quality, while the remaining 90.1% is explained by other variables outside of this research. Results on analysis model fit, most of the variables show a good fit, among them have values standardized root mean square residual (SRMR) in the model test results. SRMR values are categorized as a good fit value when below 0.1. The results of this research show that the SRMR value is 0.021, so it falls into the category of a good fit. The research results were obtained from data processed using software SmartPLS is depicted in the model structure, and there is a T-diagram Value as follows:

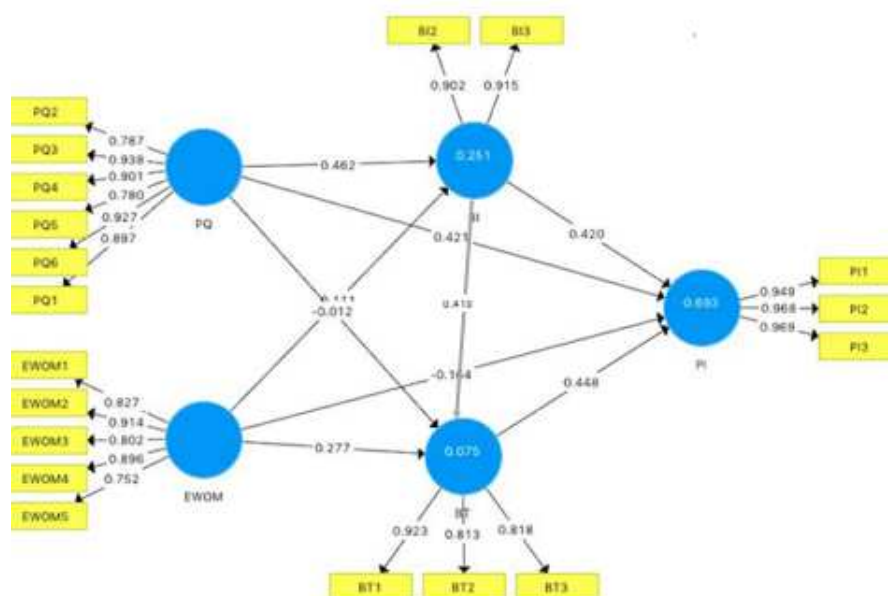


Figure 2. Path Diagram T-Value

Through the path diagram T-Value in Figure 2 (two) above, the sound of the hypothetical test for this research model is as follows:

Table 1. Research Model Hypothesis Testing

Hypothesis	Hypothesis Statement	Mark T-Value	Information
H1	Service Quality (SQ) has a positive influence on Brand Image (BI)	4,373	Data support the hypothesis.
H2	Service Quality (SQ) has a positive influence on Brand Trust (BT).	15,590	Data support the hypothesis.
H3	Electronic Word of Mouth (E-WOM) has a positive influence on Brand Trust (BT)	3,030	Data support the hypothesis.
H4	Electronic Word of Mouth (E-WOM) has a positive influence on Brand Image (BI).	16,934	Data support the hypothesis.
H5	Brand Image (BI) has a positive influence on Brand Trust (BT)	2,834	Data support the hypothesis.
H6	Brand Image (BI) has a positive influence on Purchase Intentions (PI)	1,103	The data do not support the hypothesis.
H7	Brand Trust (BT) has a positive influence on Purchase Intentions (PI)	4,796	Data support the hypothesis.
H8	Service Quality (SQ) has a positive influence on Purchase Intentions (PI)	3,313	Data support the hypothesis.
H9	Electronic Word of Mouth (E-WOM) has a positive influence on Purchase Intentions (PI)	1,497	The data do not support the hypothesis.

Based on the data from the hypothesis testing table presented above, it is known that all hypotheses have a T-value above 1.96 and a significant value below 0.05, so it can be concluded that the data support the research hypothesis being developed. This research aims to look at the relationship between Electronic Word of Mouth (E-WOM), Service Quality, to Purchase Intention (PI) mediated by Brand Image (BI) on X dental clinic products in Jakarta. From the research results, it was found that Service Quality, Electronic Word of Mouth, Brand Image, and Brand Trust had a positive effect on Purchasing Intention, either directly or indirectly.

The first hypothesis, which shows that the relationship between Service Quality has a positive influence on Brand Image, is accepted. The results of this research are in accordance with previous research conducted by (Hartanti & Budiarti, 2023), where the quality of the product received by consumers plays a very important role and is closely related to the brand reputation of a product. The higher and better the quality of the product provided by a brand, the more consumers will remember it. This means that the better the quality of the product received by consumers, the better image it will create in the minds of consumers, so that consumers will always think that the product always provides the best, and of course, this will make it easier for consumers to recognize the product. High product quality tends to provide a positive experience to consumers. Products that are reliable, durable, and meet or even exceed user expectations will increase consumer satisfaction. Good quality products tend to receive positive reviews from consumers and reviewers. These positive reviews and recommendations can strengthen the brand image as a brand that offers high-quality products.

The second hypothesis, which states that Service Quality (SQ) has a positive influence on Brand Trust (BT), is accepted. This finding is in accordance with the results of research conducted by Hanaysha & Al-Shaikh, (2024) and Hapsoro & Hafidh, (2018) Stated that high Service Quality (SQ) high ones tends to provide a positive experience to consumers. When products meet or even exceed customer expectations in terms of quality, reliability, and performance, this can strengthen consumer trust in the brand. Products with consistent and proven quality can build consumer trust in the brand. Consumers feel more confident that the brand will deliver products that meet high-quality standards every time they buy. Service Quality (SQ) Good ones can be a strong foundation for the formation of Brand Trust. Companies that place a focus on ensuring the quality of their products can build stronger relationships with consumers, which will ultimately support brand growth and success in the long term.

Research data for the third hypothesis in this study also support it. e-WOM has a positive and significant influence on consumer brand trust at dental clinic X. This means that the better the e-WOM information received by consumers, the higher the level of consumer trust in the brand. The results of this study are in line with research conducted by Tariq et al., (2019) and Seifert & Kwon, (2020) Which stated that e-WOM has a positive and significant effect on brand trust. When consumers see positive reviews or testimonials about a brand from fellow consumers on online platforms such as review sites, social media, or forums, they tend to perceive the brand as more trustworthy. E-WOM allows consumers to hear the opinions of individuals who are independent and largely unattached to commercial interests, which can increase their trust in brands. E-WOM creates social proof that many other people have had positive experiences with the brand. This strengthens the perception that the brand is reliable and meets consumer expectations, thereby increasing Brand Trust. E-WOM creates transparency that can increase consumer trust in brands. Brands that communicate openly, respond to consumer feedback, and acknowledge both the advantages and disadvantages of their products on online platforms can build stronger Brand Trust.

The fourth hypothesis states that Electronic Word of Mouth (E-WOM) has a positive influence on Brand Image (BI). These results are supported by research by Alcocer, (2017). Technological developments, such as advances in internet communication, provide opportunities for people to provide reviews and recommendations for a product. (Siddiqui et al., 2021). E-WOM opens up opportunities for people to have opinions and evaluate a product, thereby influencing consumer confidence in that product (Kohler et al., 2023). Branding is an important thing for companies, which is considered an intangible asset. The results of the fifth hypothesis data processing with a positive coefficient value show that brand image has a positive effect on brand trust; the better the brand image applied to the products produced by the company, the more loyalty to the resulting brand will increase. This research is in accordance with research by Yoeliastuti et al., (2022) The better the company is at implementing the image of the product brand it produces, the more it can increase customer trust in the product brand. Customers will pay attention to the brand image of a product through the company that created the product itself, and will pay attention to other customers who also consume the product. If this is considered good or in line with customer expectations, their trust in a particular product brand produced by the company will increase. The significant influence of brand image on

brand trust shows that brand image can be used to directly predict its influence on brand trust. If a company can show a good image of its product brand to its customers, these customers will trust the product brand they produce, such as deciding to consume it in the long term, showing a sincere and honest feeling in using products of a particular brand. The customer's decision to buy the company's product in the long term by assessing the brand image of the product produced is quite irrational, because in fact it is only an expression of customer satisfaction from the results of consuming the resulting product. The proof is that if the company is less competitive than other companies, the customer will easily move to another company.

The sixth hypothesis that Brand Image has a positive and significant effect on Purchase Intention is not proven in this study. The results of the study indicate that Brand Image (BI) does not have a positive and significant influence on Purchase Intention (PI) at Dental Clinics. This finding indicates that although consumers may have a favorable perception of a clinic's brand, this is not enough to motivate them to seek dental care at that clinic. In the context of healthcare services, particularly dental clinics, consumer decisions are based more on utilitarian factors such as service quality, dentist competence, perceived safety, and treatment outcomes. In other words, consumers prioritize tangible evidence and service reliability over the brand image built through marketing communications. This indicates that brand image is not yet a primary consideration in assessing the quality of dental clinics. Furthermore, brand image differentiation between dental clinics is often not strong or clear enough. Many clinics have similar values and marketing messages, making it difficult for patients to discern significant differences between brands. This situation can diminish the role of brand image as a driving factor in purchase intention. The level of risk in choosing healthcare services is also high. Consumers are more cautious and rely on trusted recommendations, local medical reputations, and previous personal experiences. A positive brand image does not necessarily reduce this perceived risk, thus weakening its influence on purchase intention. The findings of this study align with several previous studies, such as those by (Burman, 2019; Mao et al., 2024; Solihin, 2021), which also found that brand image is not a dominant factor influencing purchasing decisions in the healthcare sector. These results support Burman, (2019) Research shows that Brand Image has a significant and positive influence on Purchase Intention. A good brand image is able to make consumers interested and believe in a brand, so that it can create a feeling of desire to own or purchase intention in the minds of consumers towards a brand. The results of this study are in line with research conducted by Mao et al., (2024) and Solihin, (2021). Dental clinics are known by many consumers as a form of increasing brand image. Brand image for products can increase Purchase Intention. The better the quality provided, the better the positive image will be, thus making customers interested in purchasing the product.

The seventh hypothesis that Brand Trust (BT) has a positive influence on Purchase Intentions (PI) is also proven in this research. Research carried out by Burman (2019) has hypothesis testing results that are appropriate and in line with this research. In this study, respondents most strongly agree with the statements "I am comfortable with this product and would recommend it" and "If anyone asks about this product, I will recommend it"; this illustrates that consumer trust in a brand/product will become a means of promotion. It's free because they will recommend it to other people, so that it can attract buying interest from potential new consumers. Brand Trust is often related to consistency in the quality of their products or services. Consumers believe they will get consistent value from the brand, which leads to great Purchase Intention. The higher the brand trust provided by a product, the higher the consumer's commitment to that product. Brand trust has a positive response to consumer purchasing intentions, so brand trust is really needed by consumers in order to trust the brand. Consumer trust in the brand image of a product will also strengthen the relationship between

Based on the results of the eighth hypothesis statistical test, it shows a significant positive influence between Service Quality (SQ) and Purchase Intention (PI). Good product quality will influence consumer buying interest. Dental products in this study provide product quality as promised. Therefore, when consumers know and have tried the product, buying interest arises in the consumer's mind, so that product quality is a key factor in influencing buying interest. The results of this research are in line with research conducted by Hartanti & Budiarti, (2023), where the results of this research show that Service Quality has a

positive and significant influence on purchase intention for Maybelline cosmetics. Product quality is accompanied by consumer trust, so that the formation of a product's brand image is able to encourage consumers' desire to buy.

The ninth hypothesis that Electronic Word of Mouth (E-WOM) has a positive influence on Purchase Intentions (PI) in this research is not proven. In the context of healthcare services, particularly dental care, consumers' perceived risk is high. Consumers tend to be less easily influenced by online reviews or comments, as dental care directly relates to safety, comfort, and perceived medical outcomes. They rely more on trusted sources of information, such as doctors, family, and the real-life experiences of those closest to them, rather than digital testimonials from unknown individuals. Furthermore, consumers are increasingly aware that not all online information is objective. Many reviews are biased, influenced by promotions, and even potentially inconsistent with the actual service experience. This uncertainty about the credibility of e-WOM can reduce its effectiveness in increasing Purchase Intention. Another factor is that e-WOM activity for dental clinics may be relatively low or not yet widespread, thus not creating strong enough social proof for consumers to feel confident in choosing the service. If e-WOM content is limited to a few specific platforms, its impact on purchase decisions is less significant. When consumers read positive reviews and recommendations from fellow users, they tend to have more confidence that the brand can meet their expectations. In health services such as dental clinics, there is a high level of uncertainty. Positive reviews from other users help reduce this uncertainty by providing proof that the services offered by the clinic are reliable and of high quality. When many people speak positively about a brand, consumers tend to feel more comfortable and confident with their decision to choose that brand, because they see that many other people also trust and choose the same brand. The research results strengthen previous studies conducted by

V. Conclusion

In this study, nine hypotheses were accepted, and four other hypotheses could not be proven in this study. Service Quality (SQ) has a direct influence on Brand Image (WITH A), Brand Trust (BT), and Purchase Intention. E-WOM directly influences Brand Image (BI) day Brand Trust (BT) but has no direct effect on Purchase Intention (PI). Service Quality (SQ) has an indirect influence on mediated Purchase Intention Brand Trust (BT) but not mediated Brand Image (BI). Brand Trust (BT) that is formed will encourage increasing Purchase Intention (PI). The goods are of good quality and are felt by consumers who have used them to create Brand Image (BI) of these goods, so that there is consumer trust, which is better known as Brand Trust (BT). The better and Brand Trust (BT) of a product in the community, the it will increase the purchasing power until it reaches high Purchase Intention (PI). Reviews and recommendations given by consumers, especially on social media, become magnets for potential consumers' behavior, Purchase Intention (PI). Reviews and experiences provided by previous consumers are often carried out online, as a form of electronic word of mouth (E-WOM) is more trusted by other people than promotions carried out by companies. Apart from that, the product is also trusted by potential consumers and has its own brand image, which is often reviewed and recommended by those who have used a product or service.

Service Quality, high and positive e-WOM may have a very strong influence on purchase Intention directly, thus reducing the mediating role of brand image. Patients may simply decide based on the quality of service and positive reviews without having to weigh in on brand image. In the context of health services such as dental clinics, the factors of trust and risk perception are very important. Patients may focus more attention on aspects directly related to reliability and safety, such as service quality and e-WOM, compared to brand image. The more dental clinics that operate and produce products for dental health, the stronger the competition with similar businesses will be, so companies must struggle to get consumers to continue operating and achieve their company targets. Getting consumers is not easy, because consumers are also careful in making choices before deciding to use a product. Good product quality, so that it has trust, image, and recommendations obtained online, is very necessary to get consumers, so that consumers have a high desire to use the product, or better known as Purchase Intention (PI). It is hoped that the application of the

results of this research will be useful managerially in the field of marketing to improve Purchase Intention (PI) through the influence of Service Quality (SQ), electronic word of mouth (E-WOM), Brand Image (BI), and Day Brand Trust (BT).

Service quality has been shown to have a positive effect on brand image, consistent with previous research showing that good service quality improves a clinic's reputation and brand image. Furthermore, service quality also has a positive effect on brand trust, as professional, safe, and comfortable service fosters patient trust in a dental clinic. Furthermore, e-WOM has a positive effect on brand trust, as positive testimonials and reviews from fellow consumers increase the perceived reliability and credibility of a dental clinic. Furthermore, e-WOM has also been shown to improve brand image, as online information and recommendations can influence how consumers perceive a brand. However, brand image has no significant effect on purchase intention, indicating that in healthcare, patients focus more on service quality and the doctor's expertise than brand image. In the context of dental clinics, reputation and treatment outcomes are considered more important than branding. Furthermore, brand trust has a positive effect on purchase intention, as patient trust encourages recommendations to others and increases their likelihood of seeking treatment. Service quality has also been shown to increase purchase intention, consistent with the concept that perceived quality is a key factor in healthcare decision-making. Finally, the effect of e-WOM on purchase intention is insignificant. Consumers prefer direct recommendations from trusted individuals and real clinical service data over potentially biased or unverifiable online reviews, especially given the high risk involved in choosing a healthcare service.

This study has several limitations that need to be considered. First, the scope of the study only focused on one dental clinic, so the findings cannot be generalized to all dental clinics in other regions that may have different patient characteristics. Furthermore, the data collection technique using a self-report questionnaire can introduce subjective bias, such as respondents' tendency to provide answers that are considered good, or limitations in accurately recalling service experiences. The respondent profile in this study was also not diverse enough, so it did not fully represent all segments of dental clinic patients based on age, education, or frequency of visits, which can influence views on e-WOM and other variables. Furthermore, the research model did not include other important factors that also influence service selection decisions, such as price, clinic location, healthcare professional recommendations, and previous personal experiences. Finally, the analysis of e-WOM is still general because it does not differentiate information quality, such as valence (positive or negative) and source credibility, so it is not able to describe the influence of e-WOM more specifically on other variables in the study.

References

- Alcocer, N. A. A. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Physiology*, 8(JUL), 1–4. <https://doi.org/10.3389/fpsyg.2017.01256>
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, ESJ, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Anastasiei, B., & Dospinescu, N. (2019). Electronic word-of-mouth for online retailers: Predictors of volume and valence. *Sustainability (Switzerland)*, 11(3). <https://doi.org/10.3390/su11030814>
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, e-WOM on purchase intention mediated by brand image and brand trust: Evidence from a black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>

- Benhardy, K. A., Hardianto, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions' impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Budiastuti, D., & Bandur, A. (2018). Validitas dan Reliabilitas Penelitian. In Mitra Wacana Media.
- Burman, F. A. (2019). The Effect of Website Quality and Brand Image on Consumer Purchase Decisions with Trust as an Intervening Variable (Case Study at Bukalapak.com). *European Journal of Business and Management*, 76–82. <https://doi.org/10.7176/ejbm/11-28-09>
- Chan, Y. Y. Y., & Ngai, E. W. T. (2011). Conceptualising electronic word of mouth activity: An input-process-output perspective. *Marketing Intelligence and Planning*, 29(5), 488–516. <https://doi.org/10.1108/02634501111153692>
- Chen, Hsiao, K. L., & Wu, S. J. (2018). Purchase intention in social commerce: An empirical examination of perceived value and social awareness. *Library Hi Tech*, 36(4), 583–604. <https://doi.org/10.1108/LHT-01-2018-0007>
- Creswell, J. W. (2014). Qualitative, Quantitative, and Mixed-Methods Research. *Microbe Magazine*, 4(11), 485–485. <https://doi.org/10.1128/microbe.4.485.1>
- Dennisa, E. A., & Santoso, S. B. (2016). Analysis of the Effect of Product Quality, Service Quality, and Brand Image on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Study at the Cosmedic Beauty Clinic Semarang). *Diponegoro Journal of Management*, 5(3), 1–13.
- Diyanto, A., Susanti, E., & Syah, T. Y. R. (2020). The employee innovation intervening role in the relationship between work engagement and employee performance. *Journal of Multidisciplinary Academic*, 3(5), 123–129.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(May 2020). <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Erida, E., & Rangkuti, A. S. (2017). The Effect of Brand Image, Product Knowledge, and Product Quality on Purchase Intention of Notebooks With Discount Price As a Moderating Variable. *Journal of Business Studies and Management Review*, 1(1), 26–32. <https://doi.org/10.22437/jb.v1i1.3919>
- Ermawati, N., & Afifi, Z. (2018). The Influence of Religiosity on Taxpayer Compliance with Taxpayer Awareness as an Intervening Variable. *Indonesian Accounting Journal*, 7(2), 49. <https://doi.org/10.30659/jai.7.2.49-62>
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determining Purchase Decisions Through Purchase Interest: Brand Ambassadors and Brand Image (Literature Review of Marketing Management). *Journal of Educational Management and Social Sciences*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- Fatmawati, D., Triastity, R., & Sunarso. (2017). The Influence of Product Quality and Brand Image on Purchasing Decisions with Trust as an Intervening Variable (Survey of Lumbung Batik Surakarta Consumers). *Journal of Economics and Entrepreneurship*, 17(2), 317–329.
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, 30(4), 2061–2076. <https://doi.org/10.1002/bse.2732>
- Giantari, I. G., Zain, D., Rahayu, M., & Solimun. (2013). The Role of Perceived Behavioral Control and Trust as Mediators of Experience on Online Purchasing Intentions Relationship: A Study on Youths in Denpasar City (Indonesia). *International Journal of Business and Management Invention*, 2(1), 30–38.
- Gök, O., Ersoy, P., & Börühan, G. (2019). The effect of user manual quality on customer satisfaction: the mediating effect of perceived product quality. *Journal of Product and Brand Management*, 28(4), 475–488. <https://doi.org/10.1108/JPBM-10-2018-2054>

- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (2013). The effect of store name, brand name, and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331–352. [https://doi.org/10.1016/S0022-4359\(99\)80099-2](https://doi.org/10.1016/S0022-4359(99)80099-2)
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). on Multivariate Data Analysis, Joseph F Hair Jr, William C Black, Eighth Edition. In *International Journal of Multivariate Data Analysis* (Vol. 1, Issue 2).
- Hanaysha, J. R., & Al-Shaikh, M. E. (2024). Impact of entrepreneurial orientation, marketing capability, and market orientation on business sustainability and corporate reputation. *Discover Sustainability*, 5(1). <https://doi.org/10.1007/s43621-024-00401-4>
- Handayani, F. F., & Purnama, S. (2023). The Influence of Product Quality and Electronic Word of Mouth on Purchasing Decisions at Dessert Box Bittersweet by Najla. *Formosa Journal of Sustainable Research*, 2(4), 871–886. <https://doi.org/10.55927/fjsr.v2i4.3752>
- Handoko, N. T., & Melinda, T. (2021). Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image As Media in Tokopedia. *Business and Accounting Research (IJEBA) Peer-Reviewed International Journal*, 5(4), 83–93.
- Hapsoro, B. B., & Hafidh, W. A. (2018). The Influence of Product Quality, Brand Image on Purchasing Decisions through Brand Trust as Mediating Variable. *Management Analysis Journal*, 7(4), 631–633. <http://www.jardcs.org/abstract.php?id=1981>
- Hartanti, P. G., & Budiarti, A. (2023). Pengaruh Brand Image Dan Product Quality Terhadap Purchase Intention Dimediasi Promosi Pada Produk Kosmetik Maybellin. *Jurnal Ekonomi Dan Bisnis Islam*, 2(2), 333–348.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Ibnu Khawari, R., & Ilyas, N. (2023). Pengaruh Brand Image, Corporate Social Responsibility dan Electronic Word of Mouth (E-Wom) Terhadap Customer Loyalty Charles & Keith Mall Senayan City. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1605–1622. <https://doi.org/10.54443/sinomika.v1i6.900>
- Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2019). Do Customer Perceptions of Corporate Services Brand Ethicality Improve Brand Equity? Considering the Roles of Brand Heritage, Brand Image, and Recognition Benefits. *Journal of Business Ethics*, 154(2), 441–459. <https://doi.org/10.1007/s10551-017-3455-0>
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kala, D., & Chaubey, D. S. (2018). The effect of e-WOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143–157. <https://doi.org/10.1504/IJSEM.2018.096077>
- Ketaren, H. B., & Ruswanti, E. (2022). The Role of Social Media Marketing, Customer Relationship, Brand Loyalty, And E-WOM Towards Purchase Intention in Consumers. *American International Journal of Business Management (AIJBM)*, 5(05), 51–55.
- Kohler, E., Mogaji, E., & Erkan, İ. (2023). Save the Trip to the Store: Sustainable Shopping, Electronic Word of Mouth on Instagram, and the Impact on Cosmetic Purchase Intentions. *Sustainability (Switzerland)*, 15(10). <https://doi.org/10.3390/su15108036>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing*, Seventeenth Edition. In Pearson.
- Lailiyah, M., & Setyaningsih, L. A. (2020). Students' perception of online communication language learning through Instagram. *EnJourMe (English Journal of Merdeka): Culture, Language, and Teaching of English*, 5(2), 188–195.
- Lee, M. S., & An, H. (2018). A study of antecedents influencing e-WOM for online lecture website: Personal interactivity as moderator. *Online Information Review*, 42(7), 1048–1064. <https://doi.org/10.1108/OIR-10-2017-0275>

- Luthfitawati, R., & Sutejo, B. (2026). Examining the Influence of Brand Image and Brand Trust on Customer Satisfaction and Loyalty : A Study on Wardah Cosmetics. 6, 179–192.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2013). Marketing, Fifth Edition. Journal of Chemical Information and Modeling, 53(9), 1689–1699.
- Mao, J., Xu, X., Han, J., & Ko, E. (2024). The impact of digital fashion marketing on purchase intention. Asia Pacific Journal of Marketing and Logistics. <https://doi.org/10.1108/apjml-09-2023-0946>
- Meisye, S. P., & Muhmin, A. H. (2023). The Influence of Electronic Word of Mouth and Brand Image on Purchase Intention in Tuku Coffee Shops in the Tangerang Area. Formosa Journal of Sustainable Research, 2(4), 887–898. <https://doi.org/10.55927/fjsr.v2i4.3923>
- Morris, N. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Journal of Direct, Data and Digital Marketing Practice, 10(4), 384–387. <https://doi.org/10.1057/dddmp.2009.7>
- Nair, K. S., & Radhakrishnan, L. C. (2019). Role of e-WOM in customer buying decision-making process: A conceptual study. International Journal on Emerging Technologies, 10(4), 71–75.
- Nugroho, F. A., & Sutisna, M. (2026). The Influence of TikTok Social Media and Fear of Missing Out on Skintific Purchase Intention among Urban TikTok Users in Bandung. 6, 1–10.
- Nurhazizah, F. (2023). Pengaruh Perceived Benefit, Perceived Risk, E-WOM, Trust, Online Purchase Intention, Actual Purchase pada Perilaku Konsumen Terhadap Pembelian Bodycare di Marketplace. COMSERVA Indonesian Journal of Community Services and Development, 2(12), 2929–2941. <https://doi.org/10.59141/comserva.v2i12.695>
- Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., & Macheke, L. (2023). Examining the influence of social media e-WOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCG retailers. Sustainable Technology and Entrepreneurship, 2(3), 100040. <https://doi.org/10.1016/j.stae.2023.100040>
- Oppong, P. K., Owusu, J., Ansah, W. O., & Mensah, J. (2023). Brand Image and Behavioural Intentions: Mediating Role of Brand Equity and Brand Trust in the Herbal Industry. African Journal of Business and Economic Research, 18(4), 191–212. <https://doi.org/10.31920/1750-4562/2023/v18n4a9>
- Park, D. H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. Electronic Commerce Research and Applications, 7(4), 399–410. <https://doi.org/10.1016/j.elelrap.2007.12.001>
- Patel, S. (2015). Effects of Accounting Information Systems on Organizational Profitability. International Journal of Research and Analytical Reviews. 02(01). 72 – 76. 2(1), 72–76.
- Prahasti, G., Lewi, A., & Bharwani, K. A. (2023). The Effect of Electronic Word of Mouth on Intention to Purchase through Brand Image: Empirical Study in an E-grocery Brand. Journal of Digital Marketing and Halal Industry, 4810, 185–206. <https://doi.org/http://dx.doi.org/10.21580/jdmhi.2023.5.2.14461>
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of Generation Y in an online environment. Marketing Intelligence & Planning, 37(4), 372–385. <https://doi.org/10.1108/MIP-02-2018-0070>
- Punyatoya, P. (2019). Effects of cognitive and affective trust on online customer behavior. Marketing Intelligence and Planning, 37(1), 80–96. <https://doi.org/10.1108/MIP-02-2018-0058>
- Purnamabroto, D. F., Susanti, N., & Cempena, I. B. (2022). The Influence of Word of Mouth, Service Quality, and Brand Image on Consumer Loyalty through Brand Trust in PT. Virama Karya (Persero) Surabaya. International Journal of Economics, Business and Management Research, 06(08), 89–107. <https://doi.org/10.51505/ijebmr.2022.6807>
- Putra, A. A. P., & Sumartik. (2024). The Role of Customer Experience, Brand Image, and Trust on Repurchase Intention of Indomaret Porong Branch Customers. Management Studies and Entrepreneurship Journal, 5(2), 4082–4107.
- Putri, B. H. H., & Nasution, O. B. (2021). Pengaruh Electronic Word of Mouth, Celebrity Endorser, Dan Social Media Marketing Terhadap Brand Image Pada Produk Di Instagram. Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA), 1(3), 240–246. <https://doi.org/10.47709/jebma.v1i3.1156>

- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value. *Journal of Marketing and Consumer Research*, 30(2012), 59–68.
- Ruswanti, E., Eff, A. R. Y., & Kusumawati, M. D. (2020). Word of mouth, trust, satisfaction, and the effect of repurchase intention on Batavia Hospital in West Jakarta, Indonesia. *Management Science Letters*, 10(2), 265–270. <https://doi.org/10.5267/j.msl.2019.9.006>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Santi, I. G. A. P. C., & Suasana, I. G. A. K. G. (2021). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth on Repurchase Intention in Starbucks Coffee. *International Journal of Management and Commerce Innovations*, 9(1), 328–338.
- Saputra, S., & Barus, F. M. (2020). Pengaruh Electronic Word Of Mouth (e-Wom) Dan Citra Merek Terhadap Minat Belanja Konsumen Di Batam. *Journal Science of Management and Business*, 5(1), 1–11.
- Seifert, C., & Kwon, W. S. (2020). SNS e-WOM sentiment: impacts on brand value co-creation and trust. *Marketing Intelligence and Planning*, 38(1), 89–102. <https://doi.org/10.1108/MIP-11-2018-0533>
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability (Switzerland)*, 12(4), 1–18. <https://doi.org/10.3390/su12041691>
- Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1008–1024. <https://doi.org/10.3390/jtaer16040057>
- Silaban, P. H., Chen, W. K., Sormin, S., Yehezkiel, Y. N., & Silalahi, A. D. K. (2023). How does electronic word of mouth on Instagram affect travel behaviour in Indonesia: A perspective of the information adoption model. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2022.2163525>
- Solihin, D. (2021). The Influence Of Brand Image And Atmosphere Store On Purchase Decision For Samsung Brand Smartphone With Buying Intervention As Intervening Variables (Study on Samsung Experience Store Karawaci Customers). *International Journal of Social Science and Business*, 5(2), 262–270. <https://doi.org/10.23887/ijssb.v5i2.30847>
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(June 2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Subhan, M. N., & Thalib, S. (2022). The Purchase Decision Analysis of Lazada Online Store Users Reviewing from Brand Image, Service Quality, and Brand Trust as Intervening Variables: An Empirical Study of Consumer Users in Depok City and South Jakarta. *Asian Journal of Entrepreneurship*, 3(3), 46–62. <https://doi.org/10.55057/aje.2022.3.3.5>
- Subriadi, A. P., & Baturmah, H. (2023). The Effect of Purchase Intention and Customer Behavior during the Covid-19 Pandemic on Ride-Hailing Application Loyalty. *International Journal on Advanced Science, Engineering and Information Technology*, 13(4), 1518. <https://doi.org/10.18517/ijaseit.13.4.17168>
- Suryadiningrat, Y., Rahmat, T. Y., & Anandita, R. (2022). The Influence of Using Social Media and E-Wom on Trust and Intention to Buy Online Shopping. *Journal of Business and Management Applications*, 8(2), 515–523. <https://doi.org/10.17358/jabm.8.2.515>
- Susanti, A., Muzdalifah, L., Larassaty, A., & Violita, C. (2026). The Influence of Online Customer Reviews, Content Marketing, and Brand Image on The Purchase Decision : Empirical Study of Erigo Products on TikTok Shop. 6.
- Syah, T. Y. R., & Utami, S. P. (2024). The Influence of Monetary Savings, Service Quality, Brand Image, Word of Mouth, and Convenience on Purchase Intention in the Hypermarket Scale Retail Industry. *Journal of Business And Management Review*, 5(8), 770–781. <https://doi.org/10.47153/jbmr.v5i8.1003>

- Tariq, M., Tanveer, A., Abrar, M., & Iqbal, A. (2019). E-WOM and Brand Awareness Impact on Consumer Purchase Intention: Mediating Role of Brand Image. *Pakistan Administrative Review*, 1(1), 84–102.
- Ulfa, N. H. (2019). Brand Equity And Patient Loyalty Towards Health Services In Indonesia. *Wineka Media*.
- Verma, S., & Yadav, N. (2021). Past, Present, and Future of Electronic Word of Mouth (E-WOM). *Journal of Interactive Marketing*, 53, 111–128. <https://doi.org/10.1016/j.intmar.2020.07.001>
- Yoeliastuti, Widowati, R., & Badriyah. (2022). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Tiket Online Pada Traveloka. *Abiwar: Jurnal Vokasi Administrasi Bisnis*, 3(2), 186–193.
- Zahid, F., & Ruswanti, E. (2024). Electronic Word Of Mouth, Brand Image, Purchase Intention, And Customer Purchase Decisions For Skinceuticals Users. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 229–244. <https://doi.org/10.37641/jimkes.v12i1.2414>
- Zhou, S., Barnes, L., McCormick, H., & Cano, M. B. (2020). Social media influencers' narrative strategies to create e-WOM: A theoretical contribution. *Int. J. Inf. Manag.*, 59, 102293. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>
- Zixin, C., Tu, N., & Itoh, M. (2023). Effects of brand and brand trust on initial trust in a fully automated driving system. In *PLoS ONE* (Vol. 18, Issue 5, May). <https://doi.org/10.1371/journal.pone.0284654>