

***THE IMPACT OF INFLUENCER BLOGGER THROUGH E-WOM ON BRAND  
IMAGE AND PURCHASE INTENTION***

**DAMPAK BLOG INFLUENCER MELALUI E-WOM TERHADAP CITRA  
MEREK DAN MINAT PEMBELIAN**

**Fadya Al Yasha Syifa<sup>1</sup>, Ihwan Susila<sup>2</sup>**

Universitas Muhammadiyah Surakarta<sup>1,2</sup>

[b100210526@student.ums.ac.id](mailto:b100210526@student.ums.ac.id)<sup>1</sup>, [ihwan.susila@ums.ac.id](mailto:ihwan.susila@ums.ac.id)<sup>2</sup>

**ABSTRACT**

*This study examines how e-WOM (electronic word-of-mouth) used by blog influencers can influence consumer perceptions of brand image and impact purchase intention. The aim of this research is to analyze the impact of blog influencers on e-WOM, brand image, and purchase intention. The case study focuses on the Instagram account @solo.foodie, a culinary blog influencer with 200,000 followers. The research method employed is a survey with a quantitative approach, targeting 177 respondents selected through purposive sampling. Data were collected via a questionnaire with a Likert scale and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The key variables in this study are blog influencer, e-WOM, brand image, and purchase intention, which were measured based on specific indicators. The results show that blog influencers have a significant impact on e-WOM, brand image, and purchase intention. Additionally, e-WOM was found to have a positive effect on both brand image and purchase intention, serving as a strong mediator between the blog influencer and these variables. These findings highlight the importance of blog influencers and e-WOM in shaping a positive brand image and increasing consumer purchase intent. The study provides practical contributions for businesses in leveraging blog influencers and e-WOM as marketing strategies on social media, particularly in enhancing consumer appeal and product sales.*

**Keywords:** *Influencer Blogger, E-WOM (Electronic Word of Mouth), Brand Image, Purchase Intention*

**ABSTRAK**

Penelitian ini mengkaji bagaimana e-WOM yang digunakan oleh blog influencer dapat memengaruhi konsumen terhadap persepsinya citra merek produk dan berdampak pada niat pembelian. Tujuan dari penelitian ini adalah untuk menganalisis dampak blog influencer terhadap (e-WOM) terhadap brand image dan purchase intention. Studi ini menggunakan studi kasus akun Instagram @solo.foodie yang merupakan blog influencer di bidang kuliner dengan pengikut mencapai 200 ribu. Metode penelitian yang digunakan adalah metode survey dengan pendekatan kuantitatif kepada 177 responden yang dipilih melalui *purposive sampling*. Data dikumpulkan melalui kuesioner dengan skala Likert, dan dianalisis menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS). Variabel utama dalam penelitian ini adalah blog influencer, e-WOM, brand image, dan purchase intention, yang diukur berdasarkan indikator-indikator tertentu. Hasil penelitian menunjukkan bahwa blog influencer berpengaruh signifikan terhadap e-WOM, brand image, dan purchase intention. Selain itu, e-WOM terbukti berpengaruh positif terhadap brand image dan purchase intention, serta menjadi mediator yang kuat dalam hubungan antara blog influencer dengan variabel-variabel tersebut. Temuan ini menegaskan pentingnya peran blog influencer dan e-WOM dalam membangun citra merek yang positif dan meningkatkan minat beli konsumen. Penelitian ini memberikan kontribusi praktis bagi pelaku bisnis dalam memanfaatkan blog influencer dan e-WOM sebagai strategi pemasaran di media sosial, khususnya dalam meningkatkan daya tarik konsumen dan penjualan produk.

**Kata Kunci:** Influencer Blogger, E-WOM (Electronic Word of Mouth), Citra Merek, Niat Pembelian

**INTRODUCTION**

The phenomenon of technological advancement is marked by the growing number of people utilizing technology as a business platform (Dharma et al., 2022). Many business, especially in the culinary

field, utilize online platforms to sell products, expand market reach, and build stronger relationships with customers (Suryasuciramdhan et al., 2024). One of the most widely used internet platforms in Indonesia is Instagram. According to the We

*Are Social* report, as of June 2024, Instagram users in Indonesia have reached 90,183,200, highlighting the vast reach of this platform. Instagram is a social media platform focused on visual content, enabling the rapid and extensive dissemination of information (Alisic et al., 2015).

The emergence of credible blog influencers with a strong presence on social media has also gained attention. Blog influencers with high credibility and strong personalities can enhance interaction and gain trust from followers who tend to follow the recommendations they provide. Thus, active blog influencers who produce high-quality content play a role not only in spreading information about products but also in building a positive brand image through the experiences they share. The presence of credible blog influencers can foster an emotional connection between brands and consumers, further strengthening loyalty and purchase interest in recommended products (Hartini & Hanafi, 2021).

The influence of blog influencers, particularly on Instagram, can shape consumer behavior by encouraging them to read reviews, comments, and feedback from others before making online purchases, buy products directly through social media channels, and make purchases driven by promotions on social media platforms (Valerio et al., 2019). Electronic Word of Mouth (e-WOM) is considered more effective than offline word of mouth because it offers higher accessibility and a wider reach (Apriastuti et al., 2022). With e-WOM, the information shared is not limited to personal experiences but can be accessed by thousands of people at once, creating a viral effect that can impact the reputation of a product or brand in a short period.

Some studies show inconsistencies in the results, where not all research finds a strong positive relationship between e-WOM and brand image or purchase intention. Other studies have reported different outcomes, including the research by Arta & Yasa (2019),

which found that e-WOM does not have a significant impact on purchase decisions among restaurant customers in Bali. Additionally, in the study Valentino Pentury et al. (2019) It was concluded that the influence between brand image and purchase intention is not significant. Then, a study by Slamet et al., (2022) It was stated that e-WOM, without promotions or discounts, does not influence purchase decisions. Some studies suggest that not all e-WOM has the same impact, depending on the context and audience characteristics. The results of this research do not align with the management theory of Kotler & Keller, thus further research on related variables is needed.

Referring to the impression formed, whether positive or negative, in the minds of consumers is known as brand image (Pantouw & Kurnia, 2022). Posts featuring reviews, recommendations, and engaging culinary experiences can help build a positive brand image (Chakraborty & Bhat, 2018). Visual content, such as appetizing food photos, can create emotional appeal and make followers more interested in trying the products being offered (Aurumajeda et al., 2023). Marketing strategies using e-WOM are considered effective in motivating the audience to try the recommendations given, thereby increasing purchase intention (Haikal & Dyah Handayani, 2021). This study is expected to provide insights into how e-WOM from blog influencers can influence consumer perceptions and behavior, as well as offer recommendations for business practitioners in utilizing social media as an effective marketing tool.

### **The Influence of Blog Influencers on e-WOM**

A blog influencer is a platform or profile managed by an individual or group that creates and shares content, typically in the form of text, images, or videos, on the internet (Alsaleh, 2017). These accounts are often used to provide information, reviews, or

recommendations on various topics such as food, fashion, travel, and lifestyle. In the context of marketing, blog influencers often influence consumer behavior through e-WOM and can help build brand image and increase product purchases (Shrivastava & Jain, 2022). Direct feedback from the audience helps bloggers improve content quality, while social media opens opportunities for collaboration with brands, which can expand networks and enhance credibility (Alkhawaldeh et al., 2017).

Blog influencers have a strong influence on e-WOM. They can be seen as a form of e-WOM dissemination due to their role in sharing information, experiences, and recommendations online (Alsaleh, 2017). E-WOM occurs when readers participate in discussions and provide feedback, which can be in the form of positive or negative recommendations (Kristina, 2021). When readers feel connected and engaged with the content, they are more likely to trust the recommendations provided. As a result, e-WOM can contribute to brand image and influence consumer behavior (Rahman et al., 2024). Based on the explanation above, it is hypothesized that: **H<sub>1</sub>** : Influencer blogs have a positive and significant effect on E-WOM.

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

Brand image is defined as a guide that helps consumers evaluate a product based on the perceptions or impressions they have. This role becomes increasingly important when consumers lack sufficient knowledge or information to assess a product directly (Pandiangan et al., 2021). Brand image reflects the product's excellence that distinguishes it in the competition. Brand owners are responsible for expressing the brand's personality through advertisements and promotional strategies (Nurliyanti et al.,

2022). Brand image is the perception of a product's value formed by the company and embedded in the minds of customers as a belief in a particular brand (Megasari Manik & Siregar, 2022). A strong brand image serves as a differentiation tool that helps a brand stand out among its competitors, making it easier to be recognized and remembered by consumers.

Positive e-WOM from other users enhances trust and credibility in the brand, as these recommendations are considered more authentic and unbiased compared to traditional advertisements. On the other hand, negative e-WOM, such as criticism or bad reviews, can quickly and deeply damage the brand image, especially if the information spreads widely (Alim, 2024). When consumers see positive reviews about a brand, they are likely to form a better perception, contributing to a strong and positive brand image. Based on the explanation above, it is hypothesized that: **H<sub>2</sub>** : E-WOM has a positive and significant effect on brand image.

### **The Influence of E-WOM on Purchase Intention**

Understanding the characteristics of e-WOM (electronic Word of Mouth) is essential for companies to develop effective and responsive marketing strategies in today's digital era. By knowing the characteristics of e-WOM, companies can gain various benefits, such as managing brand image, increasing sales, strengthening relationships with consumers, and other advantages (Nurasmi & Andriana, 2024).

The impact of e-WOM on purchase intention is also strengthened by emotional factors. Positive experiences shared by other users can evoke enthusiasm and interest, encouraging consumers to try the product. Additionally, viral e-WOM can expand

the reach of information, exposing more people to positive recommendations and increasing the likelihood of them making a purchase (Aji et al., 2020). Based on the explanation above, it is hypothesized that:

**H<sub>3</sub>** : E-WOM has a positive and significant effect on purchase intention.

### **The Influence of Blog Influencers on Brand Image**

E-WOM, or electronic word of mouth, can be defined as a form of communication that occurs on digital platforms, where users share experiences, opinions, and recommendations about products or services (Kudeshia & Kumar, 2017). E-WOM often appears on social media, forums, and review sites, where users are not only consumers of information but also content creators (Khalisa et al., 2021). E-WOM-based information obtained through online platforms is often considered more credible than traditional advertising (Kudeshia & Kumar, 2017). By utilizing blogger accounts in e-WOM marketing strategies, companies can enhance the accessibility of information and build strong trust among consumers.

The influence of blog influencers on brand image is highly significant. Bloggers with a good reputation can enhance brand credibility through the positive reviews they provide. Audiences tend to trust recommendations from individuals they consider experts, which in turn strengthens the brand image. The spread of information through social media also allows bloggers to reach a wider audience, increasing visibility and fostering a positive brand image in the public's eyes (Ahmad et al., 2020). Based on the explanation above, it is hypothesized that:

**H<sub>4</sub>** : Blog Influencer have a positive and significant effect on brand image.

### **The Influence of Blog Influencers on**

### **Purchase Intention**

Purchase intention refers to the degree to which a consumer is willing to purchase a specific product or service in the future (Valentino et al., 2019). It reflects the consumer's attitude and decision-making process, shaped by factors such as needs, preferences, advertising, price, and past experiences with a product or brand. Measuring purchase intention is commonly used in marketing research to help companies understand the likelihood of consumers purchasing their products. By understanding purchase intention, companies can design more effective marketing strategies and better meet consumer needs.

The influence of blog influencers on purchase intention is highly significant. Bloggers with loyal audiences are often considered trusted sources of information (Julita, 2022). When they share positive reviews about a product or service, this information can impact consumers' purchase decisions. Positive reviews not only provide insight into the product's quality but also build trust, which can reduce the uncertainty consumers often feel. Based on the explanation above, it is hypothesized that:

**H<sub>5</sub>** : Blog Influencer have a positive and significant effect on purchase intention.

### **The Influence of Blog Influencers on e-WOM and Brand Image**

The influence of blog influencers on e-WOM and brand image is highly significant. Blog influencers act as credible sources of information. When bloggers with a good reputation provide positive reviews, this information can spread quickly on digital platforms, influencing consumer perceptions of the brand widely (Nurasmi & Andriana, 2024). These positive reviews not only enhance consumer trust but also create positive associations between the brand

and the experiences shared by the blogger.

A strong brand image serves as a differentiation tool that helps a brand stand out among its competitors, making it easier for consumers to recognize and remember. Furthermore, brand image is often linked to emotions and specific associations, allowing brands that successfully create emotional connections to gain customer loyalty (Rahman et al., 2024). Based on the explanation above, it is hypothesized that:

**H<sub>6</sub>:** Blog Influencers have a positive and significant effect on E-WOM and brand image

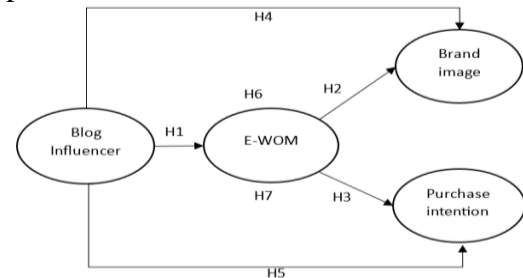
### The Influence of Blog Influencers on e-WOM and Purchase Intention

Although blog influencers and Electronic Word of Mouth (e-WOM) are frequently seen as having the potential to influence consumer purchase intention, the relationship between them and purchase intention is not always significant (Fitri, 2024). In some cases, although consumers are exposed to reviews or recommendations from influencers on blogs or through e-WOM, other factors such as personal needs, price, or individual preferences may play a larger role in influencing purchasing decisions. This suggests that while the information shared by influencers or other consumers can affect perceptions of a product, its influence on purchase intention is not always consistent or strong.

The impact of blog influencers on e-WOM and purchase intention is highly significant. When bloggers share reviews and recommendations about products or services, this information can impact consumer purchasing decisions. Positive reviews from bloggers with high credibility can increase consumer trust and make them more confident in trying the recommended products. Furthermore,

the positive experiences shared by bloggers can spark enthusiasm and interest among their audience, motivating them to make a purchase (Alisic et al., 2015). Based on the explanation above, it is hypothesized that:

**H<sub>7</sub>:** Blog Influencers have a positive and significant effect on E-WOM and purchase intention.



**Figure 1. Theoretical Model**

### RESEARCH METHODOLOGY

This research employs a quantitative approach, where the data collected is in the form of objective numbers. This approach was chosen because it is able to analyze phenomena and causal relationships among predetermined variables. The quantitative approach allows accurate hypothesis testing through statistical analysis, which ensures the validity and reliability of the research results (Abdullah et al., 2022; Agustianti et al., 2022). In addition, the research that focuses on relationship between variables, using a structured scale to obtain measurable data. This study aims to answer the extent to which e-WOM linkages in influencer blogs influence consumers' perceptions of brands and their desire to purchase products.

### Data Collection

The data utilized in this study comprised both primary and secondary sources. Primary data was collected using a questionnaire specifically designed to measure blog influencer variables, e-WOM, brand image, and purchase intention. The questionnaire

was administered online via social media platforms to relevant respondents, specifically users who follow or regularly read blogger accounts like @solo.foodie, which focus on product or brand reviews. This technique was chosen because it is considered effective in reaching a wider sample and

allows for quick and efficient data collection. The questionnaire contains closed questions using a 5-point Likert scale, which is designed to assess respondents' attitudes, views, or perceptions in a structured and consistent manner (Abdullah et al., 2022). Secondary data, on the other hand, is obtained from relevant sources such as books, scientific articles, journals, and previous research. Secondary data is used to provide a theoretical foundation and support the findings from the primary data collected. The combination of these two types of data ensures the research has a strong foundation and high relevance in analyzing the impact of e-WOM on brand image and purchase intention.

## RESULTS AND DISCUSSION

### Respondent demographics

Based on the results of data analysis, the characteristics of respondents show that the majority are female (57.63%), while 42.37% are male. Based on age range, most respondents are in the age group of 20-29 years (58.76%), followed by 30-39 years (37.28%), and less than 20 years (3.96%). The frequency of being an audience member also shows that the majority of respondents are frequent audience members (>2 times) at 70.62%, while 29.38% of respondents have only been an audience member once. Based on employment category, respondents were dominated by civil servants (40.68%), followed by private employees (35.03%), students (20.9%), and entrepreneurs (3.39%). This finding illustrates that

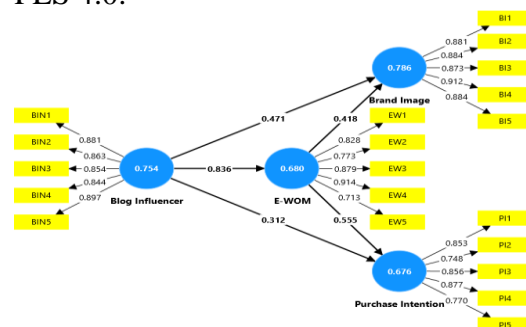
respondents generally come from productive age groups with dominating formal jobs, and have a high tendency to be frequently involved as audiences.

**Tabel 1. Respondent Characteristics**

Gender	Frequency	Percentage %
Male	75	42,37
Female	102	57,63
Total	177	100
Age Range (Years)		
<20	7	3,96
20-29	104	58,76
30-39	66	37,28
Total	177	100
Frequency of being in the audience		
Ever (1 time)	52	29,38
Often (>2 times)	125	70,62
Total	177	100
Jobs		
Student	37	20,9
Entrepreneur	6	3,39
Private Employee	62	35,03
Civil Servant	72	40,68
Total	177	100

## DATA ANALYSIS

Outer model analysis is performed to ensure that the measurements used are appropriate for assessment (valid, reliable, and free of multicollinearity). Below is a depiction of the results from the outer model evaluation using Smart PLS 4.0:



**Figure 2. Outer Model**

**VALIDITY TEST**

Table 2 shows the results of construct validity and reliability testing of the four constructs in the study,

namely Brand Image, Blog Influencer, E-WOM (Electronic Word of Mouth), and Purchase Intention.

**Table 2. Construct Validity**

Constructs	Validity			Reliability		
	Items	Outer Loading	VIF	Chonbach's Alpha	Composite Reliability	AVE
Brand Image	I look for information about culinary recommendations on Instagram social media.	0,881	3.126	0,932	0,948	0,786
	I feel that blogger accounts help companies in promoting products.	0,884	3.191			
	In my opinion, the @solo.foodie blogger account provides accurate information about culinary products.	0,873	2.872			
	The comments contained in the @solo.foodie blogger account posts influence my views on culinary.	0,912	4.088			
	In my opinion, the @solo.foodie blogger account helps the audience in finding culinary products.	0,884	3.416			
Blog Influencer	I think the internet is an effective and efficient platform to get information about culinary.	0,881	3.056	0,918	0,939	0,754
	Through the internet, I find it helpful in determining the culinary products that I will buy.	0,863	2.901			
	I feel that disseminating information on the internet through blogger accounts can reach more audiences.	0,854	2.650			
	I make purchasing decisions based on the information I get from the internet, especially comments on Instagram.	0,844	2.602			
	I believe that promotions on social media can impact a company's brand image.	0,897	3.616			
E-WOM	I believe that reviews from others on social media can improve a company's image.	0,828	2.237	0,880	0,913	0,68
	I believe that the impact of social media and online reviews plays a key role in shaping a company's brand image.	0,773	1.920			
	I think positive e-WOM can strengthen brand image.	0,879	3.071			
	I believe that personal experience with a brand contributes greatly to brand image.	0,914	3.739			
	I trust culinary products that have a positive image.	0,713	1.577			
Purchase Intention	I buy culinary products that have a good image.	0,853	2.269	0,880	0,912	0,676

I feel that reviews from other people influence my decision to buy culinary products.	0,748	1.710
I read reviews about culinary products on the internet before making a purchase.	0,856	2.705
I am more likely to buy culinary products recommended by @solo.foodie blogger accounts.	0,877	2.841
In my opinion, the @solo.foodie blogger account increases my desire to purchase culinary products.	0,770	1.834

In general, all constructs showed very good results in terms of construct validity and reliability. The outer loading value of each construct item demonstrated a significant contribution to the construct being measured. This test is to indicate the feasibility or validity of an indicator in terms of convergent validity if the outer loadings value is  $> 0.7$ . For the Brand Image construct, the outer loading value ranged from 0.873 to 0.912, indicating that all items contributed well in measuring this construct. Similarly, Blog Influencer had an outer loading value between 0.844 to 0.897, indicating a good contribution from each item. The E-WOM construct had an outer loading value between 0.713 to 0.914, although one item (EW5) was slightly lower, but still acceptable. Purchase Intention showed an outer loading value between 0.748 to 0.877, with a slight variation in item PI2 which was lower (0.748), but still within the acceptable range.

In terms of VIF (Variance Inflation Factor), all constructs have values indicating no significant multicollinearity between items measuring the same construct. VIF values lower than 5, which are found in all constructs, indicate that there is no serious multicollinearity problem.

Cronbach's Alpha, which assesses the internal consistency of the construct, also yielded excellent results. The Cronbach's Alpha values for Brand

Image (0.932), Blog Influencer (0.918), E-WOM (0.880), and Purchase Intention (0.880) were all higher than the threshold of 0.7, indicating that the internal reliability of the constructs was excellent.

Finally, Composite Reliability also shows adequate values. Brand Image has a value of 0.948, Blog Influencer 0.939, E-WOM 0.913, and Purchase Intention 0.912. All of these values are above 0.7, indicating that these constructs are reliable overall. Overall, the results of this table indicate that the tested constructs have very good validity and reliability.

### **Discriminant Validity Test**

Table 3 presents the HTMT (Heterotrait-Monotrait Ratio) values, which are used to assess discriminant validity between constructs in the model. All the HTMT values are below the threshold of 0.90, indicating that the constructs in this model exhibit good discriminant validity. Specifically, the relationships between Blog Influencer and Brand Image (0.821), Blog Influencer and E-WOM (0.836), as well as Blog Influencer and Purchase Intention (0.775) show that each construct is sufficiently distinct from one another. Similarly, the relationships between Brand Image and E-WOM (0.812), Brand Image and Purchase Intention (0.709), and E-WOM and Purchase Intention (0.815) also fall below the 0.90 threshold, indicating good



discriminant validity. Overall, these results suggest that the constructs in the model are clearly distinct and independent from each other, supporting the reliability of the model being tested.

**Table 3. HTMT (Heterotrait-Monotrait Ratio)**

	Blog Influencer	Brand Image	E-WOM	Purchase Intention
Blog Influencer	0.868			
Brand Image	0.821	0.887		
E-WOM	0.836	0.812	0.825	
Purchase Intention	0.775	0.709	0.815	0.822

### Coefficient of Determination R

The magnitude of the coefficient of determination (R-Square) is used to assess the extent to which the dependent variable is explained by the other variables. The R-square and adjusted R-square values for Brand Image, E-WOM, and Purchase Intention indicate that the model effectively explains a significant portion of the data variability. Brand Image has the highest R-square value (0.727), followed by E-WOM (0.699) and Purchase Intention (0.694). The slightly lower adjusted R-square value indicates that adjustments to the number of variables do not significantly affect the model, with all three models still showing good power in explaining data variability. Based on the data processing conducted using Smart PLS 4.0, the following R-Square value is obtained:

**Table 4. R-Square**

	R-square
Brand Image	0.727
E-WOM	0.699
Purchase Intention	0.694

### Test of goodness

Table 5 presents the  $Q^2_{\text{predict}}$  values, which measure the model's

predictive ability for the variables under examination. The values for Brand Image (0.672), E-WOM (0.698), and Purchase Intention (0.597) are all above 0.35, indicating that the model has strong predictive capabilities for these three variables. Overall, these values suggest that the model demonstrates good predictive power and can reliably predict changes in *Brand Image*, *E-WOM*, and *Purchase Intention*.

**Table 5. Test of goodness**

	$Q^2_{\text{predict}}$
Brand Image	0.672
E-WOM	0.698
Purchase Intention	0.597

### Hypothesis Testing

#### Path coefficient test

To assess the t-statistic value or p-values (critical ratio) of the initial sample, the route coefficient is checked by the bootstrapping procedure. A substantial direct connection between variables is indicated by a p-value < 0.05, whilst no significant direct influence is suggested by a p-value > 0.05. The t-statistic 1.96 (significant level = 5%) is the significance value employed in this investigation. If the value of the t-test > 1.96 then there is a significant influence.

The analysis results reveal several significant relationships between Blog Influencers, E-WOM (Electronic Word of Mouth), Brand Image, and Purchase Intention. Firstly, the relationship between Blog Influencer and E-WOM is very strong, with a coefficient of 0.836, a high t-value of 28.116, and a very small p-value of 0.000, indicating a highly significant influence. E-WOM also significantly impacts both Brand Image (0.418,  $t = 5.244$ ,  $p = 0.000$ ) and Purchase Intention (0.555,  $t = 5.835$ ,  $p = 0.000$ ), showing that E-WOM has a substantial positive effect on these two

variables.

The relationship between Blog Influencer and Brand Image is also significant, with a coefficient of 0.471,  $t = 5.948$ , and  $p = 0.000$ , indicating a positive and strong influence. Similarly, the effect of Blog Influencer on Purchase Intention is significant, though slightly weaker, with a coefficient of 0.312,  $t = 3.168$ , and  $p = 0.002$ , suggesting a moderate influence.

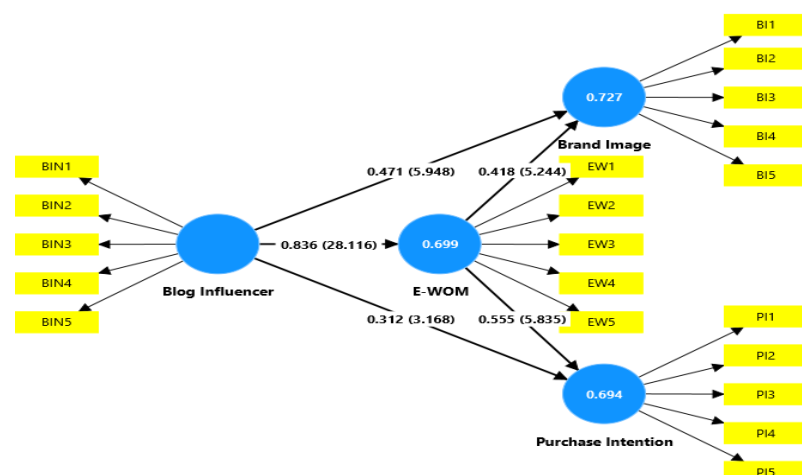
Additionally, the mediating role of E-WOM is significant in both pathways. The indirect effect of Blog Influencer on Purchase Intention through E-WOM is

substantial, with a coefficient of 0.464,  $t = 5.749$ , and  $p = 0.000$ . Similarly, Blog Influencer influences Brand Image through E-WOM with a coefficient of 0.350,  $t = 5.101$ , and  $p = 0.000$ , showing that E-WOM significantly mediates the relationship between Blog Influencer and both Brand Image and Purchase Intention.

In conclusion, all relationships are statistically significant, with Blog Influencer exerting direct and indirect effects on both Brand Image and Purchase Intention, primarily through E-WOM.

**Table 6. Path Coefficient**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values
<b>Blog Influencer -&gt; Brand Image</b>	0.471	0.471	0.079	5.948	0.000
<b>Blog Influencer -&gt; E-WOM</b>	0.836	0.835	0.030	28.116	0.000
<b>Blog Influencer -&gt; Purchase Intention</b>	0.312	0.313	0.098	3.168	0.002
<b>E-WOM -&gt; Brand Image</b>	0.418	0.417	0.080	5.244	0.000
<b>E-WOM -&gt; Purchase Intention</b>	0.555	0.554	0.095	5.835	0.000
<b>Blog Influencer -&gt; E-WOM -&gt; Purchase Intention</b>	0.464	0.463	0.081	5.749	0.000
<b>Blog Influencer -&gt; E-WOM -&gt; Brand Image</b>	0.350	0.348	0.069	5.101	0.000



**Figure 3. Inner Model**

## DISCUSSION

The study's findings offer

insightful information on the intricate relationships between Blog Influencers,

Purchase Intention, Brand Image, and Electronic Word of Mouth (E-WOM). The findings underscore the pivotal role that Blog Influencers play in shaping consumer perceptions and behaviors. Specifically, Blog Influencers significantly impact E-WOM, driving online discussions and influencing how brands are perceived. Their recommendations and content creation shape consumer opinions, aligning with recent research which emphasizes the powerful ability of influencers to affect consumer behavior and opinions (Lou & Yuan, 2019).

Additionally, the study highlights the important role that E-WOM plays in influencing both Brand Image and Purchase Intention. Consumer-generated content, in the form of E-WOM, not only influences how consumers perceive a brand but also plays a key role in their decision-making process. These findings align with prior research, which confirms that E-WOM has a substantial effect on brand image and purchase intentions, reinforcing the idea that consumer opinions shared online significantly influence brand perceptions (Serra-Cantallops et al., 2020)

The relationship between Blog Influencers and Brand Image is also notable, suggesting that influencers can positively affect brand perception. However, the study found that the direct influence of Blog Influencers on Purchase Intention is somewhat weaker. This could be attributed to other factors, such as product quality or pricing, which may also play a critical role in a consumer's purchasing decision. These findings echo previous studies that suggest while influencers can boost brand perception, their direct effect on purchase behavior may be moderated by additional variables (De Veirman et al., 2017).

Moreover, the study emphasizes

the mediating role of E-WOM. The indirect effects of Blog Influencers through E-WOM on both Brand Image and Purchase Intention are significant, further illustrating the importance of E-WOM as a conduit for influencer-driven consumer behavior. This reinforces the idea that E-WOM is not merely a secondary outcome of influencer marketing but rather an essential mechanism through which influencers affect consumer attitudes and intentions to purchase (Mehyar et al., 2020).

Finally, the tests for discriminant and convergent validity, including HTMT and AVE, provide strong evidence supporting the robustness of the measurement model. The results show that the constructs in the model are distinct from each other, with each construct explaining a significant portion of its variance, thus supporting the reliability and validity of the constructs used in the study. These findings contribute to a deeper understanding of how influencers, E-WOM, and brand perceptions interact to influence consumer behavior, offering valuable implications for marketers and brands seeking to leverage influencer marketing in the digital age (Hair et al., 2019).

## CONCLUSION

This study emphasizes the significant role that Blog Influencers and E-WOM play in shaping both Brand Image and Purchase Intention. The results confirm that Blog Influencers strongly influence E-WOM, which in turn significantly impacts both brand perceptions and consumer purchase behavior. These findings align with prior research that emphasizes the power of digital influencers in generating online buzz and shaping consumer decision-making processes.

Marketers and brands should leverage the power of Blog Influencers

not only for direct product endorsements but also as a means of generating positive E-WOM. E-WOM acts as a crucial intermediary, amplifying Influential content's effect on customer behavior. By picking influencers who share the brand's principles and are able to generate authentic, shareable content, brands can enhance both their brand image and consumer engagement.

### LIMITATION RESEARCH

This study has several limitations that need to be considered. First, sample limitations: this study focuses on audiences or consumers in a specific geographic area, which may limit the generalizability of the study results to a wider population. For example, if the study was only conducted in one country or with a specific age group, the results may not be fully representative of more diverse demographic or social groups. Second, subjectivity in e-WOM assessment: e-WOM delivered by influencer blogs is often in the form of personal opinions or experiences, which can cause variability and uncertainty in how audiences receive and evaluate the information delivered. Finally, unmeasured variables: there are many other factors that can influence brand image and purchase intention besides e-WOM from influencer blogs, such as paid advertising, promotions, product quality, and previous customer experiences. These external factors may not be captured in the study and may limit a comprehensive understanding of the influence of e-WOM.

Suggestions for further research, it is suggested that the sample be expanded and involve more diverse demographic variations so that the results are more representative. Further research can also develop more objective methods in assessing e-WOM, such as the use of quantitative

data or controlled experiments to reduce subjective bias. In addition, further research needs to take into account other external variables that affect brand image and purchase intention. Finally, to clarify the relationship between variables, further research is suggested to use experimental design or causality models to dig deeper into how strongly and in which direction the variables under test are related.

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