

The Influence of Electronic Word of Mouth (E-WoM) and Electronic Service Quality on Brand Image and Purchase Intention

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ABSTRACT

Purchase intention an important role in marketing strategies that can be applied by the information technology and transportation industry by providing the best service for consumers to improve the company's brand image formed from e-service quality And electronic word of mouth optimally. The purpose of this study was to measure more specifically e-service quality against brand image and purchase intention. This type of research is quantitative with a purposive sampling technique distributed through a questionnaire to 100 respondents who use application-based food delivery services in Jakarta. Primary data analysis was carried out using the Structural Equation Modeling (SEM) method. The results of this study indicate that the 5 hypotheses proposed are accepted, E-service quality was found to have a positive effect on brand image, indicating that good digital service quality can strengthen brand perception. Electronic word of mouth also positively influences brand image, meaning that consumer reviews can enhance the positive perception of a brand. Furthermore, brand image positively influences purchase intention, meaning that the better the brand image, the higher the consumers' intention to purchase. Additionally, e-service quality has a positive effect on purchase intention, showing that a good user experience in the application can increase the desire to make a purchase. Lastly, electronic word of mouth also has a positive effect on purchase intention, indicating that positive reviews from other users can encourage consumers' purchasing decisions. This study contributes to the information technology and transportation industries in maintaining and increasing purchase intention by prioritizing consumer complaints to meet their needs. Furthermore, companies should introduce new innovations in every feature provided in food delivery service applications and present accurate and relevant information to fulfill consumer demands.

Keywords: E-Service Quality, Electronic Word of Mouth, Brand Image, Purchase Intention

INTRODUCTION

Technology encourages online transactions, and many businesses provide platforms to facilitate online shopping for consumers, intensifying competition between providers (Chen & Lin, 2019). Therefore, companies need to understand the factors that drive consumers to purchase products, one of which is purchase intention (Mark et al., 2017). Purchasing decisions are made not only by existing customers who have used a service but also by new customers who are interested in trying it. Therefore, purchase intention reflects the purchasing intentions of both types of customers: those with previous experience and those using the service for the first time (Prabowo et al., 2023). Consumers who intend to purchase a product or service will rely on information available online to support their decisions (Sharma et al., 2021). In the context of rapidly growing digital businesses, understanding purchase intention is crucial for companies to develop effective and attractive marketing strategies for consumers (Chen & Lin, 2019). Technology allows consumers to search for products more easily and obtain information from various sources, which influences their purchase intentions (Kim & Kim, 2020). One factor influencing purchase intention is brand image, which can increase purchase intention (Liu et al., 2021).

Brand image is a perception formed in consumers' minds as a result of their experiences with a brand (Barreda et al., 2020). Consumers tend to choose products or services from brands they trust and that leave a positive impression. A good brand image is formed by the quality of service, reputation, and communication conveyed by a company to consumers (Handayani et al., 2021). On the other hand, Imbayani & Gama (2018) also stated that brand image can influence how potential consumers evaluate the products and services they

receive, as well as increase purchase intentions. A consistent brand image that aligns with consumer expectations can increase the chances of a purchase and reduce the likelihood of consumers switching to competitors (Abubakar et al., 2016; Kala Chaubey, 2018).

Technological developments, particularly the Internet and social media, have led to a shift from word-of-mouth to electronic word-of-mouth (Huete, 2017). Consumers now seek online reviews more frequently before purchasing a product or service, and companies utilize electronic word-of-mouth for digital marketing strategies because it is considered faster in providing information (Nuseir, 2019). To improve brand image, one highly influential factor is electronic word of mouth (E-WoM), which plays a crucial role in shaping consumer perceptions and purchase intentions (Kassim & Abdullah, 2018). E-WoM allows consumers to share information about products and services more easily and quickly through social media and other digital platforms. According to Liao et al. (2023), E-WoM is highly effective in expanding business reach and increasing consumer trust in products. Information shared by other consumers has a significant impact because it is perceived as more credible and authentic. With E-WoM, new customers can build trust before deciding to purchase a product, which ultimately strengthens their purchase intention (Nuseir, 2019).

E-service quality is more relevant to current digital trends, where internet-based services increasingly dominate various sectors such as banking, e-commerce, and online transportation (Dam & Dam, 2021). Consumers prefer the convenience of digital services that can be accessed anytime and anywhere. The shift from service quality to e-service quality makes studies and businesses more relevant, accurate, and contributes to the development of digital literature (Otto et al., 2020). Furthermore, e-service quality plays an equally important role in shaping consumer experiences in online transactions. E-service quality encompasses the quality of service provided through digital platforms, such as ease of site navigation, transaction speed, and responsiveness to consumer needs (Bilgin, 2018). If the service quality received by consumers meets or exceeds their expectations, they are more likely to provide positive feedback and increase their engagement, leading to higher purchase intentions (Dülek & Saydan, 2019). Good service quality not only influences purchasing decisions but also increases customer loyalty, which ultimately contributes to a company's success. Therefore, companies need to continuously improve their e-service quality to meet consumer expectations and encourage increased purchase intention (Chiu et al., 2014).

Previous research has examined the relationship between e-service quality and brand image and purchase intention, electronic word of mouth (E-WoM) and brand image and purchase intention. E-service quality influences brand image and purchase intention (Cheung et al., 2019; Seifollahi & Eskandari, 2021; Chen & Lin, 2019; Sharma et al., 2021). Electronic word of mouth (E-WoM) also influences brand image and purchase intention (Cheung & Thadani, 2012; El-baz, 2016; Tariq et al., 2017; Kala & Chaubey, 2018). Furthermore, brand image influences purchase intention (Tariq et al., 2017; Jalilvand & Samiei, 2022).

An exploration of purchase intention in the telecommunications industry has been conducted by Al-Dmour et al. (2021), however, that study only looked at brand image and electronic word of mouth (E-WoM). This study adds e-service quality. Improving e-service quality is necessary for online businesses to increase the number of buyers (Prabowo et al., 2023). Furthermore, this study was conducted in a different sector, namely app-based food delivery services, where e-service quality is an important driver for consumers to make transactions on the platform. Meanwhile, Setiawan et al. (2021) examined the effects of electronic word-of-mouth and e-service quality on purchase intention in restaurants. However, this study did not consider brand image as a variable that can also be influenced by e-WoM and e-service quality. Furthermore, Alhassan et al. (2021) found that e-WoM influences brand image and purchase intention, but this study focused on the telecommunications sector and not app-based food delivery services. Based on this gap, this study analyzes how e-service quality and electronic word of mouth influence brand image and purchase intention in application-based food delivery services.

Digital lifestyle changes are increasingly evident in food-ordering habits. One prominent phenomenon since the COVID-19 pandemic has been the surge in the use of app-based food delivery services such as GoFood, GrabFood, and ShopeeFood. Interestingly, even after the pandemic ended, this habit persisted because of convenience and efficiency. Competition among service providers is now fiercer, and consumers are more selective in choosing applications. Electronic word-of-mouth (E-WoM), such as reviews and recommendations, plays a significant role in shaping a platform's brand image. Meanwhile, e-service quality, such as speed of service and ease of use of the app, is also a key factor influencing purchase intention.

The purpose of this study is to explore the influence of electronic word of mouth and e-service quality on brand image and purchase intention among users of app-based food delivery services in Indonesia. Furthermore, we partially measured the influence of e-service quality on brand image and purchase intention. This research is expected to contribute to marketing management theory and scholarship and also increase the use of digital-based applications in Indonesia.

LITERATURE REVIEW

E-Service Quality

According to Luu et al. (2023), e-service quality is defined as the service provided on the Internet network as an extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently. Then according to Anser et al. (2023) e-service quality is one of the most researched topics in the field of marketing because of its relationship with costs, satisfaction, retention and loyalty. Meanwhile, according to research by Mubarok et al. (2023) e-service quality is generally also defined as the difference between expected service and perceived service, and the extent to which a website facilitates shopping in purchasing and delivering products and services efficiently and effectively. In addition, Steven and Ramli (2023) define e-service quality as the extent to which a website or application facilitates online shopping, purchasing, and delivery efficiently and effectively, with broader service quality through Internet media that connects sellers and buyers. The dimensions of e-service quality include several main aspects, namely efficiency in the ease and speed of platform use; reliability related to service consistency; responsiveness in handling user questions and complaints; privacy related to data protection and transaction security; fulfillment that reflects the suitability of product availability and delivery accuracy; application/web design related to platform appearance and navigation; and contact that shows the ease of users in obtaining customer service assistance (Chaniago, 2018).

Electronic Word of Mouth (E-WoM)

According to Boateng & Okoe (2015), E-WoM is a positive statement or one that comes from customers about a service that can be accessed by many people through social media. Furthermore, according to Abubakar et al. (2016), E-WoM is defined as knowledge of information, arguments, and comments on a service to increase the target market. E-WoM is an online forum that can bring together customers and potential customers. With E-WoM communication on social media, information dissemination becomes faster and wider (El-baz, 2016). Meanwhile, in the research of Farzin and Fattahi (2018), E-WoM is defined as information that can minimize service risks, correct perceptions of services, and improve the condition of a service and can increase customer attraction. Then, Chatterjee et al. (2022) defines E-WoM as communication activities on social media related to customer comments about the shortcomings or advantages of a service which is an individual's behavior after use. Lin et al. (2023) defined E-WoM as the exchange of information about products or services that occurs in the virtual world due to the existence of the internet, which has spread almost throughout the world.

Brand Image

Mohammed & Rashid (2018) define brand image as a representation of the overall perception of a brand, formed from information and past experiences with the brand itself. Furthermore, Nuseir (2019) states that brand image is a set of beliefs about a name, symbol, design, and impression held by consumers towards a brand, derived from factual information and subsequent use of the brand. Diputra and Yasa (2021) defined brand image as a perception that arises in consumers' minds when considering a brand from a specific product line. According to Nurhasanah et al. (2023), brand image is defined as a guideline used by consumers to evaluate products when they lack sufficient knowledge about a product. Consumers tend to choose products they are familiar with, either through experience using the product or based on information obtained from various sources. According to Foeh & Priyo (2024), brand image is a collection of associations about a brand stored in consumers' minds or memories. Brand image is formed in consumers' minds because they are accustomed to using a particular brand and because there is consistency in the brand image.

Purchase Intention

Kotler & Keller (2016) in their research stated that purchase intention is the decision to purchase a particular brand alternative among various others. According to Mark et al. (2017), purchase intention is a consumer's tendency to purchase a brand or take action related to a purchase, as measured by the consumer's likelihood of making a purchase. Furthermore, according to Chen & Lin (2019), purchase intention is consumer behavior that reflects the extent to which they are committed to purchasing a product or service. Watanabe et al. (2020) define purchase intention as something related to a consumer's plan to purchase a particular product and how many units of the product are needed within a specific period. Sharma et al. (2021) stated that purchase intention refers to consumers' likelihood of purchasing a product or service.

THEORETICAL FRAMEWORK AND HYPOTHESES

The Relationship Between E-Service Quality and Brand Image

By providing excellent e-services, businesses can build a positive reputation and attract more customers, ultimately leading to an improved brand image (Dam & Dam, 2021). Furthermore, e-service quality makes it easier for customers to make purchases without having to visit the store, which in turn impacts a company's image (Chaniago, 2018). Therefore, e-service quality plays a crucial role in shaping brand image and fostering customer satisfaction, making it crucial for businesses to focus on providing exceptional services to their customers (Otto et al., 2020). E-service quality is an influential variable in creating a strong brand image and differentiating a brand from its competitors (Shabbir, 2020). Pratiwi et al. (2021) found that e-service quality significantly impacts brand image. Based on the above description, the following hypothesis is proposed:

H₁: E-Service Quality has a positive effect on Brand Image.

The Relationship between Electronic Word of Mouth (E-WoM) and Brand Image

Brand image is considered an attribute that provides benefits to consumers, distinguishing a company's offerings from those of competitors (Tariq et al., 2017). Consumers pay attention to e-WoM; the more positive the e-WoM, the greater the opportunity for a company to build a positive brand image in the eyes of consumers (Abubakar et al., 2016). Ultimately, this positive image builds trust in the company's brand image (Cynthiadewi & Hatammimi, 2014). Abubakar et al. (2016) confirmed the positive influence between e-WoM and brand image. Kala and Chaubey (2018) in their research stated that the increasingly sophisticated hypermedia of today's era will provide opportunities in the field of communication, and e-WoM itself will be able to develop well, and information will be more easily obtained. The availability of readily available e-WoM communication provides a significant opportunity for companies to build a brand image perceived by their consumers (Kala & Chaubey, 2018). Jalilvand and Samiei (2022) stated that the presence of e-WoM improves a company's brand image in the eyes of consumers, thereby reducing promotional costs. Huete (2017) found that e-WoM has an impact on brand image. Malarvizhi et al. (2022) found that e-WoM significantly and positively influences brand image. Based on these findings, the following hypothesis was formulated:

H₂: Electronic Word of Mouth (E-WoM) has a positive influence on Brand Image.

The Relationship between Brand Image and Purchase Intention

Brand image plays a crucial role as a primary factor that positively influences purchase intention (Rumaidlany et al., 2022). Consumer interest in a brand is strengthened when it is supported by positive experiences with the product (Ling et al., 2023). An improved brand image driven by positive experiences can directly increase purchase intention (Ling et al., 2023). A positive brand image can increase customer confidence in making a purchase, thereby expanding brand recognition, strengthening the brand image and ultimately influencing consumer purchase intention (Jalilvand & Samiei, 2022). The process of building a positive brand image can influence consumer purchasing decisions (Husin et al., 2016). By having a strong brand image, companies can maximize opportunities to increase consumer confidence in the products and services they provide, which, in turn, encourages them to purchase those products (Siddiqui et al., 2021). Improving a company's brand image can increase consumer purchase intention (Sidharta et al., 2021). Porral & Lang (2015) and Jalilvand & Samiei (2022) also demonstrated a positive influence of brand image on purchase intention, which aligns with the findings of Tariq et al. (2017). Based on the above explanation, the following hypothesis is proposed:

H₃: Brand Image has a positive influence on Purchase Intention.

The Relationship between E-Service Quality and Purchase Intention

E-service quality has a significant impact on purchase intention (Bashir et al., 2023). This perspective has been explored across several industries, including the food and beverage industry (Khan et al., 2023). The higher the level of e-service quality provided by a company, the higher the intention of potential customers to make a purchase (Luu et al., 2023). Furthermore, Yusvianto and Hapsari (2024) demonstrated that e-service quality plays a crucial role in business and directly impacts consumer purchase intention during the COVID-19 pandemic. Several studies have shown that e-service quality is significantly correlated with customer behavior in the industrial sector, such as purchase intention, loyalty, word-of-mouth, and recommendations, particularly during social restrictions due to the COVID-19 pandemic (Luu et al., 2023). Mubarok et al. (2023) found that e-service quality significantly influences consumer purchase intentions on e-commerce platforms. Therefore, based on the results presented above, the following hypothesis is proposed:

H₄: E-Service Quality has a positive effect on Purchase Intention.

The Relationship Between Electronic Word of Mouth (E-WoM) and Purchase Intention

Online consumer purchase intention is influenced by the available information, which typically takes the form of ratings and comments or marketing activities (Beig & Khan, 2018). Chen & Lin (2019) found that consumers frequently communicate with brands on social media, and this interaction has a significant influence on consumer purchase intention. Purchase intention increases as a result of social media communication, leading to purchase decisions (Sharma et al., 2021). Furthermore, investigating the role of Facebook, Faisal & Ekawanto (2022) showed that Facebook advertising has a significant impact on brand image and equity, which in turn significantly impacts customer purchase intention. In their study of the e-commerce industry, Chrisniyanti et al.'s (2022) research found that E-WoM has a positive impact on purchase intention. Therefore, based on the above description, the following hypothesis is proposed:

H₅: Electronic Word of Mouth (E-WoM) has a positive effect on Purchase Intention.

Based on the theoretical logic explanation above, the following research model was created:

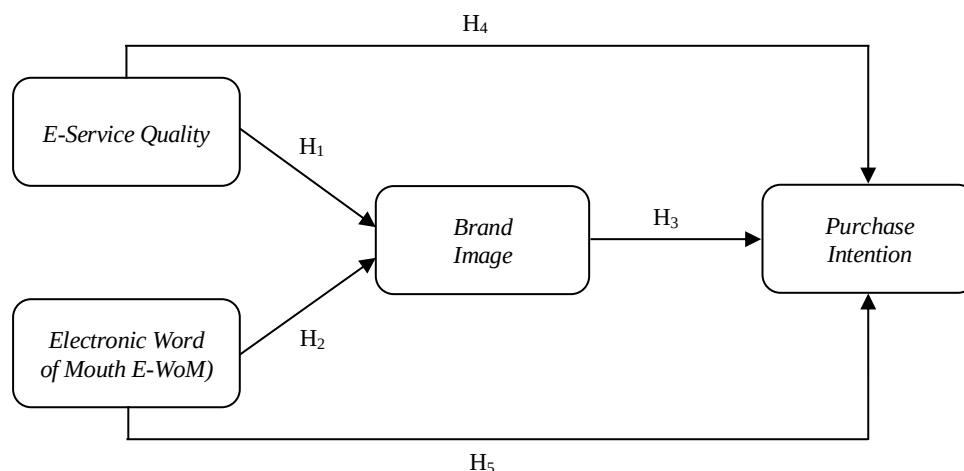


Figure 1. Conceptual Framework

RESEARCH METHOD

This research measurement consists of 20 indicators adapted from previous research. The measurement related to the Electronic Word of Mouth (E-WOM) variable consists of 5 statements adopted from Kang & Hustvedt (2014). The measurement of the E-Service Quality variable consists of 5 statements adopted from Nuraini et al., (2024) and Kim & Yum, (2024). The measurement of the Purchase Intention variable consists of 5 statements adopted from Nieto et al. (2014). The measurement of the Brand Image variable consists of 5 statements adopted from Rudzewicz & Strychalska (2021). The total number of statements was 20.

The sampling technique used was non-probability, a sampling technique that does not provide equal opportunity for each member of the population to be selected as a sample. The population in this study were users of app-based food delivery services in Jakarta. This study used a purposive sampling method with criteria determined by the researcher, namely users of app-based food delivery services at least 18 years old and have ordered food online through the application at least once in the last six months from popular online food ordering applications in Indonesia (Gojek, Grab & Shopee Food).

The data collection technique used was an online questionnaire distributed via Google Forms. The questionnaire used a Likert scale with a rating scale of 1 to 5, where a score of five means strongly agree (SS), a score of four means agree (S), a score of three means neutral (N), a score of two means disagree (TS), and a score of one means strongly disagree (STS). This type of research was quantitative research using the Structural Equation Modeling (SEM) method. The sample size was determined based on Hair et al. (2021), which states that the minimum sample size that can be used is a minimum of five times the number of questions and a maximum of 10 questions. The sample size used in this study was 20×5 , resulting in 100 respondents.

Data collection began with the distribution of an initial questionnaire (pretest) to 30 respondents. Validity and reliability tests were conducted using the Kaiser-Meyer-Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation measurements, with the provision that acceptable

factor analysis values were $KMO \geq 0.5$ and $MSA \geq 0.5$. Next, the reliability test examined the Cronbach's alpha value with the provision that an acceptable value was ≥ 0.6 (Hair et al., 2021). Validity and reliability testing at this pretest stage was carried out using SPSS software for the initial validity test (KMO, MSA) and reliability (Cronbach's Alpha). Based on these test results, the KMO value (0.775 - 0.889) and MSA value (0.712 - 0.956) were obtained for each indicator, totaling 20 statements. Therefore, all indicators met the validity requirements and could be used in the next stage of the analysis. The reliability test was based on Cronbach's alpha with a value of ≥ 0.6 (Hair et al., 2021). Based on this reliability test, the results showed that all statement indicators scored (0.921–0.956), which exceeded the established threshold. This indicates that all indicators in this study are reliable and can be used for further analysis.

After the questionnaire was declared valid and reliable, the primary data from 100 respondents were analyzed using SmartPLS4 with the Structural Equation Modeling method by testing the outer and inner models. The outer model testing consisted of convergent validity, discriminant validity, reliability, collinearity, and adjusted R-squared. Meanwhile, the inner model testing used the p-value, t-statistic, and original sample criteria. According to Hair et al. (2021), values that meet convergent validity are > 0.7 for loading factors and > 0.5 for AVE values. Furthermore, according to Hair et al. (2021), if the T-statistic value is greater than the T-table (1.650) with a P-value < 0.05 , this can be said to have a positive influence, otherwise the direction of the relationship can be determined by looking at the original sample values.

RESULTS AND DISCUSSION

The respondents in this study were users of online application-based food delivery services (Gojek, Grab, and Shopee Food) aged 18 years and had ordered food online through the application at least once in the last six months and were domiciled in Jakarta. Based on the results of the distribution of online questionnaires via Google Form, 100 respondents were obtained, consisting of 55 people or 55% women and 45 people or 45% men. For the age range, the dominant age was 18-27 years as many as 72 people or 72%, aged 28-37 years as many as 26 people or 26.1%, aged 38-47 years as many as 1 person or 0.9%, aged 47-57 years as many as 1 person or 0.9%, and there were no respondents over 58 years old. Then the use of the application by ShopeeFood as many as 41 people or 41.1%, GoFood as many as 30 people or 30.4%, and GrabFood as many as 28 people or 28.6%. The next most common occupations were private sector employees (91 people, or 91.1%), students (6 people, or 6.3%), others (2 people, or 1.8%), housewives (1 person, or 0.9%), and no self-employed. Monthly spending on online food purchases through apps exceeded IDR 1,500,000 for 38 people (38.4%), between IDR 100,000 and IDR 200,000 for 30 people (29.5%), between IDR 200,000 and IDR 500,000 for 20 people (19.6%), between IDR 500,000 and IDR 1,000,000 for 6 people (6.3%), and between IDR 1,000,000 and IDR 1,500,000 for 6 people (6.3%).

Outer Model Test Results

Table 1. Results of Respondent Data Validity Test

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Brand mage	BI1	0.765	0.851	0.894	0.629
	BI2	0.754			
	BI3	0.751			
	BI4	0.751			
	BI5	0.782			
E-Service Quality	E-SQ1	0.723	0.807	0.866	0.564
	E-SQ2	0.776			
	E-SQ3	0.702			
	E-SQ4	0.846			
	E-SQ5	0.873			
Electronic Word of Mouth	E-WoM1	0.761	0.815	0.871	0.574
	E-WoM2	0.727			
	E-WoM3	0.733			
	E-WoM4	0.792			
	E-WoM5	0.716			
Purchase Intention	PI1	0.733	0.800	0.862	0.555
	PI2	0.746			
	PI3	0.717			
	PI4	0.775			
	PI5	0.753			

Convergent validity can be determined by looking at the loading factor values in the external loading table and also by looking at the Average Variance Extracted (AVE) value. According to Hair et al. (2021), the fixed value that must be met to measure convergent validity is > 0.7 , then for factor loading and AVE with a value > 0.5 . In this study, the loading factor value obtained from 20 indicators was > 0.7 , thus stating that the 20 indicators were acceptable, and the AVE value > 0.5 so that it has passed the requirements and it can be concluded that the 20 indicators are acceptable. In addition, the internal consistency reliability test was used to measure the indicator's ability to measure its latent construct based on the Composite Reliability and Cronbach's Alpha values to be acceptable $> 0.6 - 0.7$ (Hair et al., 2021). The results of data processing obtained that all latent variables (constructs) have a Composite Reliability value > 0.7 and a Cronbach's Alpha value > 0.6 . Thus, the values of both Composite Reliability and Cronbach's Alpha have passed the requirements.

Discriminant validity describes the differences between one latent variable and another (Hair et al., 2021). Three methods can explain the discriminant validity test: the Heterotrait-Monotrait Ratio (HTMT), the Fornell-Larcker Criterion, and Cross-Loading. The Heterotrait-Monotrait Ratio (HTMT) is the ratio of the average correlation between inter-item measurements of variables compared to the geometric mean of the correlation between inter-item measurements. Discriminant validity proposed by Henseler et al. (2015) is that the Heterotrait-Monotrait Ratio (HTMT) value for each research variable is < 0.90 , indicating good discriminant validity. In the results of this study, there were HTMT values that were not appropriate for the relationship between the E-SQ and BI variables (0.922), the PI and BI variables (0.980), and the PI and E-SQ variables (0.940), while for the relationship between other variables, the values were appropriate to the standard < 0.9 .

The Fornell-Larckel Criterion states that a latent construct should better explain the variance of its own indicators than the variance of other latent constructs (Hair et al., 2021). All variables measured in this study met the criteria, thus the Fornell-Larckel Criterion has good discriminant validity. The cross-loading values indicate the correlation between an indicator and its construct and other constructs. The correlation between an indicator and a latent variable should be higher than the correlation between the indicators and other latent variables (Hair et al., 2021). Based on statistical results, the cross-loading values for Brand Image, E-Service Quality, Electronic Word of Mouth, and Purchase Intention were higher and correlated with the main variables they measured compared to other variables, indicating that these variables have good discriminant validity.

Multicollinearity testing is necessary to determine whether there are any independent variables that are similar to each other within a regression model. If a correlation is found, the regression model is considered to have a multicollinearity problem. Multicollinearity testing was performed by examining the tolerance and Variance Inflation Factor (VIF) values. In the external VIF table, a VIF value < 5 indicates no collinearity problem in the indicators (Hair et al., 2021). Statistics show that there is no multicollinearity problem for any indicator, as the VIF value is < 5 for all indicators.

Table 2 R Square Adjusted

	<i>R Square</i>	<i>R Square Adjusted</i>	<i>Conclusion</i>
Brand Image	0.624	0.616	Moderate
Purchase Intention	0.735	0.727	Moderate

Source: Researcher-processed data findings, 2026

The next step was to determine the R-squared value. If the R-square is at 0.75, 0.50, or 0.25, it can be concluded that the outer model is strong, moderate, or weak. The coefficient of determination explains the extent to which the independent variable can explain the dependent variable (Hair et al., 2021). Based on calculations, it is known that the E-Service Quality and Electronic Word of Mouth variables can explain the Brand Image variable by 61.6%, while the remaining 38.4% is explained by other variables not examined in this study. The e-service quality, electronic word-of-mouth, and brand image variables can explain the Purchase Intention variable by 72.7%, while the remaining 27.3% is explained by other variables not examined in this study.

Inner Model Results (Hypothesis Testing)

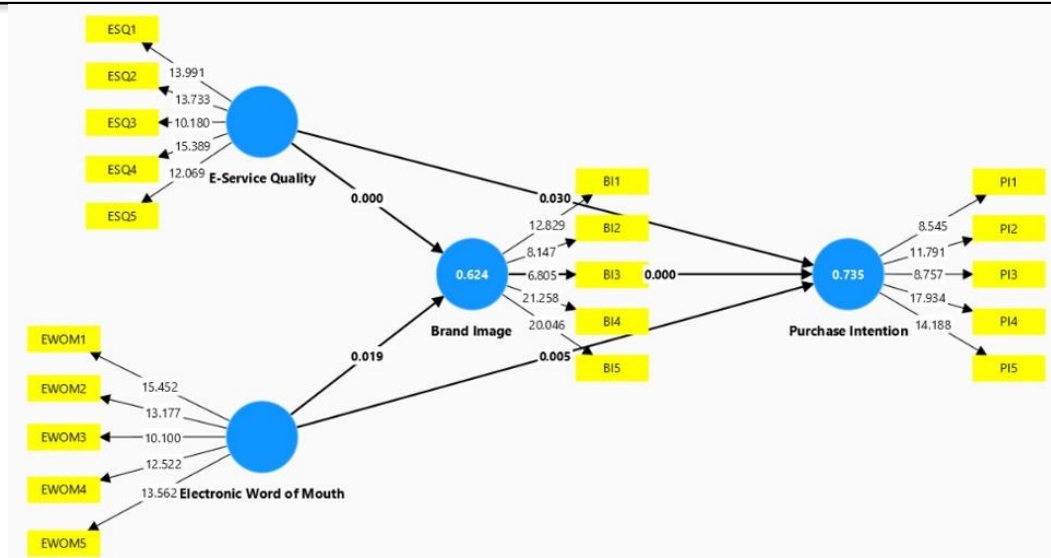


Figure 2. Hypothesis Test Results

The inner model (hypothesis test) was conducted by examining the significance of the path coefficients. According to Hair et al. (2021), if the statistical T value is greater than the T table (1.650) at the 5% level, with a p-value < 0.050, a significant effect can be considered. The direction of the relationship was determined by examining the original sample values. Based on the results of calculations using the bootstrapping method, the results are presented in table below:

Table 3. Direct Influence Test Results

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
E-SQ → BI	H ₁	0.625	7.141	0.000	The data support the hypothesis
E-WoM → BI	H ₂	0.222	2.340	0.019	The data support the hypothesis
BI → PI	H ₃	0.505	5.280	0.000	The data support the hypothesis
E-SQ → PI	H ₄	0.208	2.169	0.030	The data support the hypothesis
E-WoM → PI	H ₅	0.237	2.824	0.005	The data support the hypothesis

Source: Researcher-processed data findings, 2026

Inner model testing (hypothesis testing) by looking at the results of the significance of the path coefficient. If the T statistic value is greater than the T table (1.650) at the 5% level, with a p-value < 0.050, it can be said that there is a significant influence. Testing the hypothesis one of the influence of E-Service Quality (E-SQ) on Brand Image (BI) obtained T Statistic 7.141 > 1.650 with a p-value of 0.000 < 0.050, it can be said that there is a significant and positive influence between E-Service Quality on Brand Image, thus H₁ can be accepted. Testing the hypothesis two of the influence of Electronic Word of Mouth (E-WoM) on Brand Image obtained T Statistic 2.340 > 1.650 with a p-value of 0.019 < 0.050, it can be said that there is a significant and positive influence between Electronic Word of Mouth on Brand Image. Thus H₂ is accepted.

Hypothesis testing three of the influence of Brand Image (BI) on Purchase Intention (PI) obtained T Statistic 5.280 > 1.650 with p-value 0.000 < 0.050, it can be said that there is a significant and positive influence between Brand Image on Purchase Intention. Thus H₃ is accepted. Hypothesis testing four of the influence of E-Service Quality (E-SQ) on Purchase Intention (PI) obtained T Statistic 2.169 > 1.650 with p-value 0.030 < 0.050, it can be said that there is a significant and positive influence between E-Service Quality on Purchase Intention. Thus H₄ is accepted. Finally, hypothesis testing five of the influence of Electronic Word of Mouth (E-WoM) on Purchase Intention (PI) obtained T Statistic 2.824 > 1.650 with p-value 0.005 < 0.050, it can be said that there is a significant and positive influence between Electronic Word of Mouth on Purchase Intention. Thus H₅ is accepted.

The first finding in this study proves that e-service quality can foster brand image among users of online food delivery services (Gojek, Grab & Shopee Food) in Jakarta. This is evident from several aspects of consumer response. Consumers who experience ease of use, such as fast and hassle-free ordering, are

more likely to develop a positive brand image. Online food delivery applications with user-friendly interfaces and efficient ordering processes can strengthen the brand image as practical and reliable. Overall, consumers have a good shopping experience on these online food delivery applications, which is very satisfying because it makes it easier to meet their needs. In-app customer e-service quality, such as responses to user complaints or requests, can also strengthen the brand image of online food delivery applications. If users feel their problems are handled quickly and professionally, this will increase customer loyalty and strengthen the brand's image as a platform that cares about its users. Good e-service quality can generate a positive brand image, which influences customer loyalty and the decision to continue using an application. The results of the Cross Loading analysis indicate that aspects of trust and brand reputation play a dominant role in shaping brand image. These findings confirm that good e-service quality, such as ease of access and rapid response to user needs, contributes to positive brand perceptions. The better the service quality, the stronger the brand image in consumers' minds, which ultimately increases loyalty and purchase intention. This study echoes previous research that found that e-service quality affects brand image (Abdullaeva, 2020; Chikazhe et al., 2021).

Further findings in this study prove that electronic word of mouth can improve brand image among users of online food delivery services (Gojek, Grab & Shopee Food) in Jakarta. The better the user's electronic word-of-mouth, the greater the impact on the brand image. This is because many consumers share their experiences on social media when using food delivery services, so that other consumers who are reviewing them have information. When users read positive experiences from others, they feel more confident in trying or continuing to use the application. This helps strengthen the brand image of the food delivery service as a trustworthy and reputable application. Positive reviews or recommendations through electronic word of mouth can encourage new users to download and try the online food delivery service. Furthermore, food delivery services always provide interesting promotional content and present relevant information according to the needs of their users, so that application users can contribute to long-term brand loyalty and can provide positive information to other consumers, thus the online food delivery service application has a good reputation. This research is in line with previous research which states that electronic word of mouth has an impact on brand image (Abubakar et al., 2016; Tariq et al., 2017).

The following findings demonstrate that a positive brand image can increase the purchase intention of consumers using online app-based food delivery services (Gojek, Grab & Shopee Food) in Jakarta. This is because these online food delivery services have proven to be trusted by consumers. While many online app-based food delivery services are spread across Jakarta, Gojek, Grab & Shopee Food are their primary choices because they are confident in the brand's reputation based on positive reviews from previous consumers, which will encourage new consumers to use these services. It is important for online apps (Gojek, Grab & Shopee Food) to always innovate in presenting features to make it easier for users and attract attention in order to increase purchase intention. When consumers believe that online apps (Gojek, Grab & Shopee Food) provide quality, safe, and reliable services, they are more likely to intend to purchase. Consumers who find these apps easy to navigate, fast, and efficient are more likely to use them. These advantages strengthen the brand image as a practical choice, which directly influences the decision to purchase. Consumers are more likely to increase their purchase intentions when they believe that online apps (Gojek, Grab, and Shopee Food) have a good reputation. These findings align with previous research (Siddiqui et al., 2021; Jalilvand & Samiei, 2022), which found that brand image impacts purchase intention.

The results of this study also prove that e-service quality can increase purchase intention among users of online application-based food delivery services (Gojek, Grab & Shopee Food) in Jakarta. A clear presentation of information about products available on online applications (Gojek, Grab, and Shopee Food) plays a role in shaping purchase intention because it makes it easier for consumers to use the application. If consumers want to know about a product, they can ask the seller about it when using the online applications (Gojek, Grab & Shopee Food). A quick response from the seller makes consumers consider carefully when making purchases. If consumers experience ordering problems, the speed in responding to problems that occur is highly prioritized, making consumers more confident in having the desire to buy. Consumers will also have a good experience when shopping because they consult with friends to help them choose the right product to buy. Reviews and ratings given by other users also influence purchase intention, because consumers tend to rely on the experiences of others to determine whether they will make a purchase. The provision of a variety of food choices in online applications (Gojek, Grab & Shopee Food) gives users more options, which contributes to purchase intention. Apps with more options are often more appealing to users who want to try different foods. The findings of this study align with those of Bashir et al. (2023) and Khan et al. (2023), who found that e-service quality impacts purchase intention.

The latest results of this study also prove that electronic word of mouth can increase purchase

intention among users of online food delivery services (Gojek, Grab & Shopee Food) in Jakarta. When other users provide positive reviews or recommendations about their experiences using these online applications, potential new consumers are more likely to trust and feel secure in making purchasing decisions. Positive reviews about food quality, delivery speed, or customer service can strengthen users' confidence and increase their purchase intentions. Other consumers also share positive experiences about online applications (Gojek, Grab & Shopee Food) on social media, thus creating a purchase intention after the information obtained meets their needs. Consumers also always read reviews (Gojek, Grab & Shopee Food) through social media from other consumers online. New consumers can ask customer service questions about the various menus available on these online applications, as well as review reviews of products that can provide a memorable experience for them. Positive electronic word of mouth has great potential to go viral. When someone shares their positive experience on social media or through instant messaging applications, the conversation can attract wider attention and make online food delivery services even more popular. This can ultimately increase purchase intention among new users who may have previously been unaware of or hesitant to try the app. The results of this study align with previous research that suggests that electronic word of mouth impacts purchase intention (Bataineh, 2015; Khan et al., 2023).

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study analyzes the influence of e-service quality and electronic word of mouth on purchase intention by considering the role of brand image in users of online food delivery service applications (Gojek, Grab & Shopee Food) as the object of research. This study explains how factors consisting of e-service quality, electronic word-of-mouth, and brand image increase purchase intention. Based on the findings of this study it can be concluded that to be able to improve e-service quality on brand image in users of online food delivery service applications in Jakarta, if consumers experience problems with the application, the company must provide a professional solution, so that the reviews given by consumers to the online application become a good value to improve the company's brand image. Furthermore, to be able to improve electronic word of mouth on brand image in users of online food delivery service applications, companies can present relevant information according to the needs of their users, so that application users can contribute in the long term. Next, to be able to improve brand image on purchase intention in users of online food delivery service applications, companies must maintain a good brand image in their consumers, because brand image plays an important role in increasing consumers to make purchases. To increase purchase intention, companies must prioritize several brand image factors, which are shaped by e-service quality and electronic word of mouth in an optimal and measurable way. These include app user-friendliness, service speed, system reliability, positive customer reviews, and active social media engagement, all of which are shaped by e-service quality and electronic word-of-mouth in an optimal and measurable way.

There are several limitations that can be improved and developed in this study. First, the respondents in this study were users of online food delivery services (Gojek, Grab, and Shopee Food), limited to a sample of only 100 respondents in the Jakarta area. Therefore, these findings cannot represent the entire population of online food delivery service users. Therefore, for future research, the researcher recommends increasing the number of respondents to obtain more comprehensive results. Second, the variables included in this study should be further developed so that other variables related to this study can be used in different contexts. Therefore, the researcher provides input for future research by including other variables, such as customer satisfaction, which can enrich understanding of the influence of e-service quality, e-wom, and brand image on purchase intention. Customer satisfaction plays a crucial role in shaping loyalty and increasing purchase intention. Furthermore, trust in the application is also a factor that significantly improves brand image and purchasing decisions. Third, there is autocorrelation in the HTMT values, which indicates that respondents may not have been focused on completing the questionnaire. Therefore, for further research, it is advisable to distribute the questionnaire sections in such a way that it does not interfere with filling out the questionnaire.

This study has several managerial implications for improving purchase intentions. The implications of the above conclusions are that brand image has the greatest influence on purchase intention. This confirms that positive consumer perceptions of a brand can increase purchase intentions. Therefore, companies must ensure that the brand image they build reflects service quality, reputation, and consumer trust to attract potential customers and retain existing customers. Furthermore, e-service quality plays a crucial role in shaping brand image and directly influencing purchase intention. Good service quality, such as ease of use of the application, speed of service, and responsiveness to customer complaints, can increase customer satisfaction and strengthen brand image in the food delivery industry. Furthermore, electronic word of mouth (E-WoM) also has a significant influence on brand image and purchase intention. Positive recommendations from other customers can increase potential customers' trust in the service offered. Therefore, companies

need to actively manage customer reviews and encourage positive experiences that can be shared through digital platforms to strengthen brand appeal in the market. By understanding the relationship between these factors, companies can design more effective strategies to increase purchase intention by strengthening their brand image, improving service quality, and optimizing the use of electronic word of mouth.

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