

# The influence of brand image and electronic word of mouth (eWOM) on the purchase decision of Hanasui lipstick cosmetics products

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## ABSTRACT

The cosmetics industry in Indonesia has experienced significant growth, particularly within the lipstick segment, marked by intense competition. Hanasui, a local lipstick brand, faces challenges in competing with prominent international brands such as Maybelline. This competitive landscape is evidenced by Hanasui's absence from the Top Brand Index in 2023. This study seeks to examine the impact of Brand Image and Electronic Word of Mouth (EWOM) on consumers' Purchase Decisions regarding Hanasui lipstick products in Bandar Lampung. Adopting a quantitative research approach, this study employs descriptive and verification analysis methods. Data were collected via online questionnaires distributed to 100 respondents in Bandar Lampung, selected through purposive sampling. The data were subsequently analyzed using the multiple linear regression method, facilitated by SPSS software. The findings reveal that both Brand Image and EWOM exert a positive and statistically significant influence on consumers' Purchase Decisions. Specifically, improvements in Brand Image and active management of EWOM significantly enhance consumer trust and decision-making regarding Hanasui products. The results underscore the importance of cultivating a strong brand image and leveraging positive electronic word-of-mouth to remain competitive in a highly saturated market. Based on these insights, it is recommended that Hanasui enhance its brand image through participation in promotional events, such as exhibitions, and engage professionally with online consumer reviews. These strategies are expected to build consumer confidence and foster higher purchase intentions, thereby improving Hanasui's competitive position in the market.

## KEYWORDS

Brand Image; Electronic Word of Mouth (EWOM); Purchase Decision; Hanasui Lipstick

Received: 2 December 2024

Accepted: 27 December 2024

Published: 1 Januari 2025

## Introduction

The expansion of internet accessibility through smartphones and personal computers has created opportunities for companies to leverage digital media in marketing their products or services and in establishing their brand image. According to Andrian (2019), brand image refers to the impression ingrained in consumers' minds about a specific product or service. The abundance of products in the market prompts consumers to seek alternatives with a strong brand image. Manullang (2017) asserts that brand image is employed by companies to differentiate their products from competitors, through distinct names, characteristics, or designs. Modern marketing paradigms prioritize e-commerce, replacing traditional interactions with electronic connections. Internet-based technologies and platforms significantly influence marketing, forming an environment where consumers can exchange advice and companies can engage exclusive customers while receiving instant feedback. Consumers frequently turn to online platforms, including e-commerce websites and social media, to express their opinions about products and services, thereby aiding in the decision-making process. Verma and Yadav (2021) assert that consumer reviews, along with expert opinions, collectively known as electronic word-of-mouth (E-WOM), play a critical role in influencing purchasing behavior.

This trend has driven rapid growth across various industries in Indonesia, including cosmetics. The industry faces intense competition, with emerging brands challenging established ones. Today's consumers are highly selective, carefully evaluating products before making purchasing decisions. In the cosmetics industry, the "Lipstick Effect," discussed by Forbes.com (2022), highlights a consumer behavior wherein women purchase beauty products like lipsticks during economic downturns to alleviate stress. This phenomenon underscores the potential of cosmetic companies to capitalize on such tendencies, especially in Indonesia. Hanasui, a prominent Indonesian cosmetics brand, received the prestigious Top Official Store Award in 2021, as reported by Infobrand.id (2021). This recognition, organized by Infobrand.id and TRAS N CO, evaluated brands based on sales performance, reviews, and store followers. Hanasui's official store garnered over 350,000 followers, conducted more than 290,000 transactions, and accumulated over 260,000 product reviews with an average rating of 4.9. Among its products, the Hanasui Lip Stain achieved remarkable popularity, selling 63.3 thousand units and generating IDR 188.6 million in revenue.

Cxomedia.id (2022) highlights that the Hanasui lipstick line earned the Best Makeup Award at the Female Daily Best of Beauty Awards (BOBA) in 2022, a feat repeated in 2023 (Femaledaily.com, 2024). These accolades, marking significant milestones in Hanasui's history, demonstrate its innovation and product quality. Features such as lightweight texture, long-lasting colors, and moisturizing properties set a new standard for lipsticks, earning consumer trust and industry recognition. Hanasui has strategically built its brand image through halal certification, BPOM authorization, and adherence to cruelty-free commitments, which assure consumers of product quality and safety. Furthermore, Hanasui's competitive pricing, starting at around IDR 15,000, coupled with proactive promotion on social media platforms such as Instagram, TikTok, YouTube, and Facebook, has expanded its consumer base and strengthened its position in the market.

Despite not being listed in the Top Brand Index as of 2023, Hanasui has achieved a market share of 0.8%, reflecting its gradual acceptance in Indonesia's cosmetics market since its establishment in 2016. Although relatively small compared to Wardah's 49.2% dominance, Hanasui's presence in market data indicates consistent growth and consumer acknowledgment. Tasya Farasya, a renowned beauty influencer, further bolstered Hanasui's visibility by endorsing its products as "Tasya Farasya Approved." Such endorsements from trusted figures significantly impact consumer purchasing decisions (Susilowati & Santoso, 2021). Consumers increasingly seek online reviews and testimonials on platforms like Female Daily, showcasing the importance of E-WOM in influencing buyer behavior.

Customer reviews of Hanasui lip products reveal high satisfaction levels. For instance, the Hanasui Boba Lip Cream in Brown Sugar and Salted Caramel shades received praise for affordability and quality. Similarly, the Matcha-themed triple-pack lip cream garnered positive feedback for its creamy texture, comfort, and long-lasting colors. However, not all feedback was positive; some users criticized color transfer issues with certain products. Such reviews exemplify how E-WOM fosters consumer trust and curiosity, influencing purchasing decisions. The interplay of brand image and E-WOM is crucial for enhancing Hanasui's consumer appeal. A robust brand image fosters positive perceptions and trust, which are vital in consumer decision-making processes. Similarly, E-WOM, characterized by digital product recommendations, plays a pivotal role in shaping consumer preferences, as online reviews and testimonials often precede purchasing decisions.

Brand image has been proven to positively influence purchasing behavior, as noted by Kotler and Armstrong (in Firmansyah, 2018), who define it as consumers' attitudes toward a brand. Eva and Widya (2021) elaborate that brand image encompasses mental perceptions and associations based on consumer experiences and information. Sustaining a positive brand image is crucial for cultivating consumer loyalty and influencing purchase decisions. Additionally, electronic word-of-mouth (E-WOM) plays a significant role in shaping consumer behavior. Defined as digital communication sharing product or service experiences, E-WOM's credibility lies in its reliance on personal experiences rather than commercial promotion. Positive or negative online reviews hold extensive reach and accessibility, influencing potential buyers' perceptions and decisions.

Previous studies have presented inconsistent findings regarding the relationship between brand image and purchasing decisions. For example, research by Huda (2020) and Nayumi and Sitingjak (2020) revealed a positive and significant association, whereas studies by Ali et al. (2019) and Rahma and Slamet (2020) found no significant impact. Similarly, the effect of electronic word-of-mouth (E-WOM) on purchase decisions has yielded mixed results. Ismagilova et al. (2020) reported a significant positive influence of E-WOM, while Luthfiyatillah et al. (2020) concluded that E-WOM had no direct effect on purchase behavior. Given the discrepancies in previous studies and the challenges faced by Hanasui lipstick products in the highly competitive cosmetics market, this research aims to examine the effects of brand image and electronic word-of-mouth (E-WOM) on purchase decisions. The primary objective of this study is to assess whether brand image and E-WOM significantly influence consumers' purchasing decisions for Hanasui lipstick in Bandar Lampung. This study contributes to the theoretical discourse on brand image and E-WOM by addressing gaps in the existing literature. From a practical standpoint, the findings offer strategic insights for marketers, enabling businesses to refine their marketing initiatives and more effectively shape consumer purchasing behavior. These contributions aim to bridge theoretical ambiguities while supporting improved decision-making in marketing practice.

## Literature review

### *Marketing management*

Marketing management is conceptualized as a systematic process aimed at identifying specific target markets and fostering customer relationships by consistently delivering superior value (Kotler, 2016). It involves strategic efforts to understand consumer needs, preferences, and behaviors, aligning these insights with organizational goals to ensure mutual benefit. Kotler and Keller, as cited in Priansa (2017), further elaborate on this concept by defining marketing management as the coordinated human effort to generate desired exchange outcomes while establishing and maintaining robust consumer relationships that contribute positively to organizational success. Assauri (2018) offers an additional perspective, describing marketing management as a comprehensive approach that encompasses analyzing market dynamics, planning strategic initiatives, implementing effective marketing programs, and controlling these activities to achieve desired outcomes. This approach aims to create and sustain beneficial exchanges with target markets, thereby supporting the organization's long-term objectives.

### *Brand image*

Brand image refers to consumer perceptions and associations with a brand (Keller, 2020). It reflects memories and impressions that shape attitudes toward the brand (Ferrinadewi in Menik Wijianty, 2016). Setiadi (2016) adds that brand image represents the general understanding of a brand, shaped by past research and statistics, influencing beliefs and preferences. Key dimensions of brand image include brand identity, personality, association, attitude and behavior, and benefits (Kotler & Keller, 2016). Indicators of brand image include the uniqueness, strength, and

superiority of brand associations (Kotler & Garry, 2016) and recognition, reputation, affinity, and domain (Aaker in Aris Ananda, 2014).

### ***Electronic word of mouth (eWOM)***

Electronic Word of Mouth (EWOM) refers to online communication where consumers share opinions about products or services (Kotler & Armstrong, 2018). It includes platforms such as websites, blogs, social media, and videos. EWOM allows consumers to express both positive and negative feedback, which can influence brand equity and purchasing decisions (Jalilvand & Samiei in Jhanghiz & Muhammad, 2018). Goyette and Richard (in Priansa, 2016) identify three EWOM dimensions: intensity (frequency and quantity of reviews), valence of opinion (positive or negative feedback), and content (information about products or services). Immanuel & Maharia (2020) highlight indicators like positive reviews, recommendations, reading online reviews, and trust in reviews.

### ***Purchase decision***

The concept of consumer purchase decision refers to the process by which individuals assess different alternatives and ultimately choose the product that most effectively meets their needs and preferences (Kotler & Armstrong, 2018). This decision-making process is shaped by a variety of factors, including financial considerations, technological innovations, political circumstances, and promotional strategies, all of which collectively influence consumer behavior (Alma, 2016). Understanding these factors is crucial for organizations aiming to strategically influence consumer choices. Kotler and Armstrong (2018) break down this process into five distinct stages: recognizing a problem or need, seeking relevant information, evaluating available alternatives, making the purchase decision, and engaging in post-purchase evaluation. Each stage plays a critical role in shaping the final decision, as consumers weigh their options against personal and contextual criteria. Additionally, Kotler and Keller, as cited in Sabran (2016), identify six key dimensions of purchase decisions, including the selection of a product, the choice of brand, the dealer or point of purchase, the quantity to be purchased, the timing of the purchase, and the method of payment. These dimensions reflect the multifaceted nature of consumer decision-making and its dependence on diverse situational factors.

Furthermore, Thompson (2016) highlights four significant indicators that provide insight into consumer purchase decisions: the desire to acquire a product, the perceived benefits associated with the purchase, the accuracy of the purchase in meeting consumer needs, and the likelihood of repeat purchases. These indicators emphasize the interplay between consumer expectations and satisfaction, which are pivotal for fostering long-term customer loyalty and enhancing organizational success. By comprehensively understanding these stages, dimensions, and indicators, businesses can refine their strategies to better align with consumer behavior and preferences, ensuring sustained market competitiveness.

## **Methods**

### ***Research methods***

This study employs a quantitative research method, as defined by Sugiyono (2017), which focuses on examining phenomena that are concrete, measurable, observable, and causal in nature. Quantitative research focuses on objective measurement and the statistical analysis of data gathered using structured instruments, aiming to explore relationships between variables and systematically test hypotheses. This methodological approach is particularly suitable for studies involving population and sample analysis, as it ensures the generalizability and reliability of the findings.

The study also integrates both descriptive and verification research approaches to achieve its objectives. Descriptive research, as outlined by Sugiyono (2017), seeks to provide an in-depth understanding of the characteristics and dynamics of independent variables without engaging in comparative analysis or establishing causal relationships. It is designed to offer a comprehensive description of the phenomena under investigation. In contrast, verification research aims to evaluate the validity of theories or hypotheses through empirical testing, enabling researchers to determine their acceptance or rejection based on statistical evidence.

By integrating these approaches, the study systematically examines the impact of brand image and electronic word of mouth (e-WOM) on purchase decisions. The descriptive aspect offers a comprehensive overview of the variables, while the verification component evaluates their interrelationships and significance. This dual-methodological framework strengthens the study's capacity to contribute to both theoretical understanding and practical implications in the marketing field. Such an approach ensures a thorough investigation of the research problem, providing valuable insights that can guide strategic decision-making and enhance consumer engagement.

### ***Data collection techniques***

The research location, according to Sujarweni (2020), refers to the place where the study is conducted. This study takes place in Bandar Lampung, focusing on residents who are familiar with and interested in purchasing Hanasui lipstick products. This study employs two distinct types of data sources to thoroughly address the research objectives: primary and secondary data. Primary data is gathered directly from respondents through the distribution of online questionnaires via Google Forms, ensuring that the data collected is both specific and directly pertinent to the research topic. Sugiyono (2019) emphasizes that primary data collection involves firsthand engagement with respondents to capture authentic insights into their perspectives and behaviors. The questionnaires used in this study

are meticulously designed to align with the research objectives, ensuring that the collected data is both accurate and relevant. Secondary data, on the other hand, is gathered indirectly from a variety of reputable sources, including academic books, journal articles, and online references.

### ***Population and sample***

In this study, the population is defined as the entire group of individuals, objects, or entities relevant to the research problem, from which conclusions are drawn (Sugiyono, 2019). Specifically, the population consists of residents in Bandar Lampung who are familiar with and have purchased Hanasui lipstick products. This population represents the target demographic for examining consumer behavior and decision-making processes related to the brand. To generate meaningful insights, a sample is selected as a representative subset of the population, serving as the primary data source. According to Sugiyono (2019), a sample is a carefully chosen segment of the population that mirrors its characteristics, facilitating efficient data collection. In this study, a non-probability sampling technique, specifically purposive sampling, is employed. This method involves selecting respondents based on specific criteria, ensuring that only individuals who meet certain qualifications are included, thus increasing the relevance and accuracy of the findings. The sample size is calculated using Cochran's formula, which determines the minimum number of respondents necessary to ensure statistical validity. Based on this calculation, 100 respondents were selected for the study. The inclusion criteria specified that participants must be aged 15 years or older and have purchased Hanasui lipstick at least twice. This ensures that the respondents have sufficient familiarity with the brand to provide informed responses. By carefully defining the population and sampling strategy, the study ensures methodological rigor and enhances the reliability of its conclusions.

### ***Data analysis techniques***

Instrument testing, as stated by Sugiyono (2019), is performed to evaluate the validity and reliability of the measurement tools used in research. The validity test ensures the accuracy of the data collected, while reliability tests measure consistency (Sekaran & Bougie, 2017). Validity in this study is assessed using factor analysis, with a KMO value  $\geq 0.5$  indicating validity (Hair et al., 2014). Reliability is assessed using Cronbach's alpha, with a value exceeding 0.70 indicating acceptable reliability (Ghozali, 2018). The data analysis techniques employed in this study include descriptive analysis, classical assumption tests, and multiple linear regression (Sugiyono, 2019). These methods collectively facilitate a comprehensive examination of the data, ensuring the validity and robustness of the research findings.

## **Results**

### ***Consumer characteristics***

The descriptive analysis of consumer characteristics in Bandar Lampung reveals key insights. All respondents (100%) were female, aligning with Hanasui's target market of women. The majority of consumers (74%) were aged 15–20 years, followed by 22% in the 21–30 age group. Regarding purchasing frequency, 60% of consumers bought the product 2–3 times per month, indicating strong brand loyalty. The main reason for choosing Hanasui lipstick was its affordable price (55%), followed by product quality (30%) and a variety of color choices (15%). These factors highlight Hanasui's effective pricing strategy and the appeal of its product range.

### ***Consumer response frequency***

The descriptive analysis of consumer responses revealed key insights into brand image, electronic word of mouth (EWOM), and purchase decisions. For brand image, the overall average score was 4.21, categorized as "very high," with the highest rating for the statement regarding Hanasui's accessibility across all demographics (4.33). This suggests a strong positive perception of the brand. For EWOM, the average score was 4.15, also categorized as "high," with the statement about reading product reviews online receiving the highest rating (4.35). This indicates that online reviews play a significant role in consumer decision-making. Regarding purchase decisions, the total average score was 4.13, classified as "high," with the highest score for comparing Hanasui lipsticks with other brands before purchasing (4.21). These findings suggest that brand image, EWOM, and consumer comparison strongly influence the purchasing decisions of Hanasui lipstick in Bandar Lampung.

### ***Multiple linear regression analysis***

The analysis employs multiple linear regression to examine the relationship between the independent variables—brand image (X1) and electronic word of mouth (EWOM) (X2)—and the dependent variable, purchase decisions (Y). The resulting regression equation is expressed as:  $Y = 3.256 + 0.276X1 + 0.299X2$ . This equation quantitatively illustrates how variations in brand image and EWOM influence consumer purchase decisions. The constant value of 3.256 represents the baseline purchase decision score when the values of both brand image and EWOM are zero. This indicates that even in the absence of these two factors, there remains a minimal purchase decision score, likely influenced by other external or latent variables not included in the model.

The coefficient for brand image (0.276) indicates that for each one-unit increase in brand image, the purchase decision score increases by 0.276 units, assuming other variables remain constant. This positive relationship highlights the significance of a strong brand image in influencing consumer decisions, as it enhances trust and perceived value. Similarly, the coefficient for EWOM (0.299) suggests that a one-unit increase in EWOM results in a 0.299-unit increase in purchase decisions, underscoring the pivotal role of consumer-generated online discussions

and reviews in shaping purchase behavior. Both coefficients reflect statistically significant and positive effects, confirming that brand image and EWOM have a substantial impact on purchase decisions. These results emphasize the importance for businesses to focus on strengthening their brand image and actively managing EWOM to cultivate consumer loyalty and stimulate purchasing behavior.

**Table 1.** Multiple linear regression analysis result

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.256	1.186		2.745	0.007
	Brand Image	0.276	0.074	0.371	3.731	0.000
	EWOM	0.299	0.068	0.437	4.401	0.000

### T test

The t-test analysis indicates that both brand image (X1) and electronic word of mouth (EWOM) (X2) significantly influence consumer purchase decisions (Y) regarding Hanasui lipstick in Bandar Lampung. The t-value for brand image is 3.731, which exceeds the critical t-table value of 1.984. Additionally, the significance level is 0.000, which is well below the 0.05 threshold. These findings confirm that the alternative hypothesis (H1) is supported, demonstrating that brand image has a positive and statistically significant effect on purchase decisions. This highlights the crucial role of a favorable brand image in shaping consumer behavior and increasing product appeal. Likewise, the t-value for EWOM is found to be 4.401, which also surpasses the t-table value of 1.984, further supporting the significant impact of EWOM on consumer purchase decisions. The associated significance value is 0.000, indicating strong statistical evidence supporting the alternative hypothesis (H2). This demonstrates that EWOM positively and significantly affects purchase decisions, highlighting the influential power of consumer-generated online reviews and recommendations in shaping buyer preferences.

**Table 2.** T test result

Hypothesis	T <sub>value</sub>	t <sub>table</sub>	Significance	Conclusion
There is an influence of Brand Image (X1) on the Purchase Decision (Y) of Hanasui Lipstick Cosmetics in Bandar Lampung.	3.731	1.984	0.000	H1 supported
There is an influence of Electronic Word of Mouth (EWOM) (X2) on the Purchase Decision (Y) of Hanasui Lipstick Cosmetics in Bandar Lampung.	4.401	1.984	0.000	H2 supported

### F test

The F-test analysis reveals that brand image and electronic word of mouth (EWOM) jointly have a significant simultaneous impact on consumer purchase decisions. The calculated F-value of 64.187 surpasses the critical F-table value of 3.983, providing robust statistical evidence of a substantial relationship between the independent variables (brand image and EWOM) and the dependent variable (purchase decisions). Furthermore, the associated significance level is 0.000, which is considerably below the conventional threshold of 0.05. These results lead to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1), affirming that brand image and EWOM, when considered together, significantly influence consumer purchase decisions. This underscores the importance of these factors in shaping consumer behavior and highlights the necessity for businesses to simultaneously enhance brand image and effectively manage EWOM to optimize their influence on purchasing outcomes.

This outcome highlights the importance of both variables in shaping consumer behavior. The simultaneous influence suggests that brand image and EWOM are interrelated factors that, when optimized, can significantly enhance consumers' willingness to purchase. Brand image contributes to the perceived value and trustworthiness of a product, while EWOM amplifies its reach and credibility through consumer-generated reviews and recommendations. Together, these factors reinforce the overall effectiveness of marketing strategies. Businesses should therefore adopt a holistic approach by integrating efforts to improve brand image with active management of EWOM to maximize their impact on consumer decision-making processes.

**Table 3.** F test result

Hypothesis	T <sub>value</sub>	t <sub>table</sub>	Significance	Conclusion
Brand Image and EWOM simultaneously have a significant influence on Purchasing Decisions (H0)	64.187	3.983	0.000	Ha supported



### Coefficient of determination ( $R^2$ )

The coefficient of determination ( $R^2$ ), obtained from the multiple linear regression analysis, is valued at 0.570, as displayed in the accompanying results table. This value indicates that 57% of the variability in consumer purchase decisions is explained by the independent variables incorporated into the model, specifically brand image and electronic word of mouth (EWOM). These findings demonstrate that brand image and EWOM collectively account for over half of the variance in purchase decisions, signifying their critical role in influencing consumer behavior. Nevertheless, the remaining 43% of the variability remains unexplained by this model, suggesting the presence of additional factors not captured in the current analysis. These omitted variables may include dimensions such as product quality, pricing strategies, consumer demographics, promotional efforts, and psychological influences, among others. The exclusion of these factors highlights the complexity of consumer behavior and underscores the necessity for further research to identify and evaluate their contributions.

**Table 4.** Coefficient of determination

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.755	0.570	0.561	1.71769

### Discussion

This study seeks to investigate the impact of Brand Image and Electronic Word of Mouth (EWOM) on the purchasing decisions of Hanasui lipstick in Bandar Lampung. Brand Image and EWOM are treated as independent variables, while purchasing decisions are considered the dependent variable. The results indicate that both Brand Image and EWOM exert a significant influence on consumers' decisions to purchase Hanasui lipstick in Bandar Lampung, highlighting the importance of these factors in shaping consumer behavior. For consumers, the perception of brand image and EWOM are key factors influencing their decisions to purchase the product. It is crucial for Hanasui to ensure that both brand image and EWOM are perceived positively by consumers.

Brand Image refers to the set of ideas, impressions, beliefs, and perceptions that an individual holds about a brand. As stated by Kotler (2016), Brand Image is influenced by various factors, including product quality, brand strength, and uniqueness. The findings of this study align with previous research by La Ode Sugianto et al. (2022) and Suhesti Ningsih et al. (2021), both of which emphasized the significant role of Brand Image in shaping consumers' purchasing decisions. Most respondents in this study perceived Hanasui lipstick as a popular brand, contributing to a favorable brand image in Bandar Lampung. This reinforces the importance for the company to consistently maintain a positive brand image and reputation among consumers.

Electronic Word of Mouth (EWOM), as described by Kotler (2018), refers to online word-of-mouth communication, including platforms such as websites, social media, blogs, and online reviews. According to Jhanghiz and Muhamad (2018), EWOM significantly influences purchasing decisions, with consumers sharing positive or negative experiences online. The study aligns with research by Ismagilova et al. (2020) and Mutiara & Madiawati Putu Nina (2019), which confirmed EWOM's significant impact on consumer decisions. The majority of respondents in this study expressed positive sentiments toward Hanasui lipstick, reflecting the positive effect of EWOM on purchasing decisions. Therefore, it is essential for Hanasui to continually enhance product quality to retain consumer interest.

Purchasing decisions are influenced by a variety of factors, including economic, financial, technological, and cultural aspects (Yusuf, 2021; Alma, 2016). In this study, most respondents indicated a willingness to recommend Hanasui lipstick to others, emphasizing the product's quality and affordability as key drivers behind their purchasing decisions. This suggests that the company's product attributes, combined with positive EWOM and brand image, effectively encourage consumer purchasing behavior in Bandar Lampung.

### Conclusion

Based on the findings of this study, it can be concluded that both Brand Image and Electronic Word of Mouth (EWOM) have a significant impact on consumers' purchasing decisions regarding Hanasui lipstick in Bandar Lampung. Brand Image positively impacts consumers' purchasing choices, as it shapes their perceptions of the product's quality and reputation. Similarly, EWOM plays a significant role in influencing consumer behavior, as favorable reviews and recommendations from other consumers encourage purchase intentions. These results emphasize the importance of maintaining a positive brand image and leveraging online reviews in the decision-making process. For the company, it is crucial to sustain and enhance its strong brand image by consistently maintaining product quality and introducing continuous innovations. Additionally, actively managing EWOM through professional responses to both positive and negative reviews is essential for building consumer trust and loyalty. Future researchers are encouraged to expand their study by incorporating other variables that may impact purchasing decisions, such as price or cultural influences. Broadening the research scope to include other cities and employing mixed-methods or longitudinal research approaches would provide a more comprehensive understanding of the long-term effects of Brand Image and EWOM on purchasing behavior.

### Acknowledgements

We would like to thank all the parties involved in this research.

## Funding

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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