

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of E-wom, Brand Image, and Price on Erigo's Purchase Decision on the Shopee Application

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ABSTRACT

Seeing the progress and development of the e-commerce world in Indonesia, which is very dynamic, many local brands must be able to understand and know what digital factors have an impact on increasingly selective consumer behavior. This study seeks to provide an analysis related to the influence of Electronic Word of Mouth (e-WOM) and Brand Image and Price on the purchase decision of Erigo products in the Shopee application through an associative quantitative approach and gathered around 156 respondents in Cirebon Regency by applying the 10-times rule technique. Data was collected from the questionnaire and the use of the Likert scale and analyzed with Structural Equation Modeling (SEM) on the basis of Partial Least Squares (PLS). The results indicate that the acquisition of a value of R^2 0.713 is significant if the independent variable describes about 71.3% variation in the purchase decision. Then e-WOM produced a positive and significant effect ($O = 0.348$; $P = 0.009$) or that consumer reviews are considered as the dominant factor in building trust and driving purchases. Brand Image also produces positive and significant influence ($O = 0.329$; $P = 0.016$), indicates the importance of brand image to increase consumer confidence in Erigo products. However, the price produced a positive and insignificant effect at the level of 5% ($O = 0.228$; $P = 0.064$). This result means that digital reputation and brand image have more impact on purchasing decisions than price and make local businesses need to pay attention to online reviews and brand image in providing an increase in competitiveness.

Keywords: Brand Image, e-WOM, Erigo, Price, Purchase Decision, Shopee.

I. Introduction

The rapid development of e-commerce in Indonesia has brought many changes to consumer purchasing behavior, especially in the fashion category which is predominantly sold on platforms such as Shopee. Erigo is still faced with challenges because the dynamics in terms of consumer reviews regarding quality or size and delivery are dynamic and fluctuating, even though they have Brand Awareness high through strategy Digital Marketing and also international collaboration, but the competition between fashion brands is getting stronger and because consumers are now more selective and also consider digital factors such as e-WOM and brand image and competitive prices (Park et al., 2025) Not only from product quality.

This study gap arises because there are still few studies or research that analyze the e-WOM factor and Brand image and prices simultaneously to local fashion brands such as Erigo on Shopee, while purchasing

decisions are generated from digital interaction and not just looking at product quality (Gannon et al., 2023a). Competition between local brands can also lead to a decrease in consumer loyalty and dynamic pricing strategies, discounts and promos make consumers feel more sensitive who end up choosing to postpone purchases (Gao & Tu, 2025) making the instability of e-WOM and brand image considered very complex (Mariano et al., 2022). This study seeks to produce theoretical contributions to the discipline and the development of studies on digital consumer behavior and practical benefits for business actors, as well as institutional support for online marketplace reputation management. Then the influence of e-WOM and brand image and price on the purchase decision of Erigo products at Shopee was analyzed on the basis of these conditions.

II. Literature Review and Hypothesis Development

2.1. Electronic Word of Mouth (e-WOM)

The interaction of e-WOM plays an important role in its efforts to help strengthen consumer trust and is used as a factor that impacts the purchase decision process (Talwar et al., 2021). In Erigo products on Shopee, the e-WOM analysis applies the dimensions of the intensity of consumer engagement and the quality of information as well as the credibility of the review source. Social effects in the form of brand value perception result from the digital communication process that refers to (Majeed et al., 2024), and strengthened by oeh (Gannon et al., 2023b) that credible information can have a significant influence on purchase intention. In this digital era, e-WOM functions as part of the main instrument in forming trust and impacting quality without direct interaction (Indy et al., 2025), Referring to Kotler and (Keller 2016) conveyed the importance of the process of conveying marketing messages in influencing consumer decisions.

2.2. Brand image

The positive image resulting from the reputation of the sales channel and the advantages of this product plays a big role in strengthening consumer confidence in making purchasing decisions, also known as Brand Image (Prihananto et al., 2024). In the context of Erigo on Shopee, this analysis Brand image covering the platform's reputation and product quality as well as the appeal of international collaboration. This is in line with (France et al., 2025) that a strong brand image will suppress the perception of risk and refer to (Vilma et al., 2025) That brand image produces a significant influence on trust and online purchase decisions. Referring to Aaker (1991) Brand image become a crucial asset resulting from consumer experience and consistent and relevant communication.

2.3. Pricing

Positive consumer perception of competitive and rational prices that has an impact on purchase decisions. In this Erigo product on Shopee, price analysis includes price alignment with benefits felt by consumers and affordability through promos and competitiveness between local competitors (A et al., 2022). The dual role of price as a signal of quality and economic value (Luo & Zhu, 2025), refers to (Chaudhry, 2025) shows if price perception can have a positive influence on e-commerce purchase decisions. All of them refer to Zeithaml (1988) explaining that price is considered as an indicator of quality as well as a representation of subjective value received by consumers.

2.4. Purchase Decision

The quality of access to information as well as the value received by consumers is considered as the main factor that impacts purchasing decisions in the digital ecosystem (Liu et al., 2025). Analysis of Erigo

products on Shopee includes alternative access and evaluation of options, for example, consumers can compare prices and designs and make decisions to the post-purchase experience. The mechanism of value perception and trust shows how purchasing decisions are produced, which refers to (Aksoy & Schnellb, 2025) that e-WOM and brand image and price perception have an influence on online consumer trust. All of this refers to Kotler and Keller (2016) explaining the psychological stages of consumers starting from the identification of their needs to their post-purchase experience. The combination of trust and perception of value as well as consumer confidence shapes the purchase decision of Erigo products on Shopee (Rao et al., 2021). This theoretical framework explains the bond between e-WOM and Brand image and prices through an understanding of how consumers assess and access information. Integration of marketing communication theory and Brand Equity and price perception is used as a strong conceptual foundation in showing the relationship of these variables.

2.5. Research Hypothesis

H1: It is suspected that e-WOM has influenced the purchase decision of Erigo products on Shopee.

H2: It is suspected that the brand image has an influence on the purchase decision of Erigo products on Shopee.

H3: It is suspected that the price has an influence on the purchase decision of Erigo products on Shopee.

H4: It is suspected that e-WOM, brand image, and price simultaneously influence the purchase decision of Erigo products on Shopee.

III. Research Method

This study applies an associative quantitative approach in providing a bond analysis between variables and knowing how far e-WOM (X_1), Brand Image (X_2), and Price (X_3) affect the Purchase Decision (Y). Refers to (Galuh et al., 2024), the associative quantitative approach is indeed aimed at identifying the influence between two or more variables (Gerrath et al., 2023). The population used is all consumers in Cirebon Regency who have purchased Erigo products on Shopee and are at least 17 years old and willing to be used as respondents. The population was determined at the individual level because the focus of the study was on personal purchasing behavior and decisions. Samples are measured through the 10-times rule Hair et al. (2019) and obtained 156 respondents who were in accordance with the minimum limit of PLS-SEM analysis (Si & Setiawan, n.d.)

The data of this study has primary and secondary data types. Primary data is isolated from the questionnaire and secondary data comes from reports, scientific publications and related previous studies. The instrument applies measurements with a five-point Likert scale. Validity test enforces Confirmatory Factor Analysis (CFA) in determining the validity of the construct, while reliability is tested from the acquisition of values Cronbach's Alpha with a range of ≥ 0.7 . The data analysis applied the SEM model on the basis of PLS and included descriptive analysis and validity-reliability tests and model evaluation, then hypothesis tests and interpretation of results (Christian & Pardede, 2024).

IV. Result and Discussion

4.1. Convergent validity

Convergent validity indicates an indication of the positive relationship between indicators in providing representations to similar constructs. This test assesses the acquisition of scores Loading Factor from each indicator. Refers to (Dinda & Hwihanus, 2024), the indicator is considered to have followed the validity requirements if the loading factor is above 0.5 and can be accepted as a convergent validity indicator.

Table 1. Outer Loading Results

Item	Variable	Outer Loading	Description
X1.1	<i>Electronic Word Of Mouth</i>	0.742	Valid
X1.2		0.784	
X1.3		0.692	
X1.4		0.676	
X1.5		0.823	
X1.6		0.784	
X2.1	Brand Image	0.740	
X2.2		0.759	
X2.3		0.732	
X2.4		0.789	
X2.5		0.717	
X2.6		0.754	
X3.1	Pricing	0.767	
X3.2		0.786	
X3.3		0.802	
X3.4		0.812	
X3.5		0.774	
X3.6		0.707	
Y.1	Purchase Decision	0.689	
Y.2		0.669	
Y.3		0.801	
Y.4		0.740	
Y.5		0.774	
Y.6		0.812	

The results of the outer model test using PLS-SEM show that all indicators on e-WOM, brand image, price, and purchase decisions have an outer loading above 0.6, and most of them have exceeded 0.7. This condition confirms that the indicator meets the convergent validity. Some indicators in the purchase decision are indeed slightly below 0.7, but they are still acceptable because they are still above the tolerance limit of 0.6 in PLS-SEM. Thus, all indicators are considered valid and able to represent latent constructs so that the outer model is suitable for use at the next stage of analysis.

4.2. Reliability Test

Represent constructs. The score uses Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and AVE. A construct is rated reliable when Cronbach's Alpha and Composite Reliability > 0.70 and AVE > 0.50.

Table 2. Cronbach's Alpha, Composite Reliability & Average Variance Extracted

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.843	0.845	0.884	0.561
H	0.867	0.874	0.900	0.601
CD	0.842	0.847	0.884	0.562
e-WOM	0.845	0.853	0.886	0.565

Based on the reliability and validity analysis, each construct was declared reliable because Cronbach's Alpha value was above 0.70, namely Brand Image (0.843), Price (0.867), Purchase Decision (0.842), and e-WOM (0.845), strengthened by the Composite Reliability value (rho_a and rho_c) which exceeded 0.70 with the highest value in Price (rho = 0.900). The validity of the convergence was also met, shown by the AVE of each construct above 0.50, including BI (0.561), H (0.601), KP (0.562), and e-WOM (0.565). These findings show that each construct is able to explain more than 50% of the variance of the indicators, so that all instruments in the model are proven to be reliable and valid.

4.3. R-Square

The contribution of an independent variable to a bound variable is reflected through the value of R-Square. A value of 0.67 indicates a strong influence, 0.33 indicates a moderate influence, while 0.19 indicates a low influence.

Table 3. R-square & R-square adjusted

	R-square	R-square adjusted
CD	0.713	0.707

The results of the analysis show that the Purchase Decision (KP) has an R-square of 0.713 and an adjusted R-square of 0.707. This means that the independent variables in the model were able to explain 71.3% of the KP variations, while the other 28.7% came from aspects outside the study model.

4.4. Inner model

The inner model is used to explain the causal bonds between latent variables represented by measurement indicators. The visualization shows the relationship between variables and shows the direction and magnitude of the influence in the study framework.

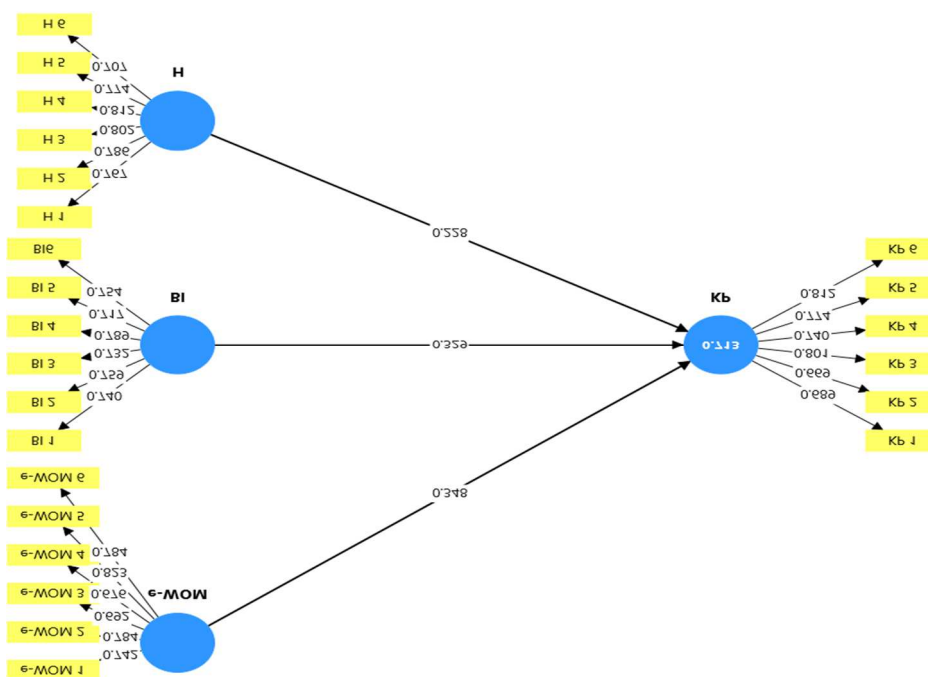


Figure 1. Structural Models

Based on PLS-SEM analysis, purchase decisions are positively influenced by e-WOM, brand image, and price. e-WOM produces the largest path coefficient of 0.348, followed by brand image 0.329 and price 0.228. The R-square value of 0.713 indicates that the three variables explain 71.3% of the variation in purchasing decisions, while the rest come from other aspects outside the model. Each indicator has an outer loading above or close to 0.7, so it is concluded that the model meets convergent validity and is suitable for use.

4.5. Hypothesis test

The hypothesis test was carried out using path coefficient values (Original Sample), T-statistics, and P-values. A hypothesis is considered acceptable when the T-values > 1.96 and the P-values < 0.05.

Table 4. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> KP	0.329	0.336	0.136	2.413	0.016
e-WOM -> KP	0.348	0.338	0.133	2.615	0.009
H -> KP	0.228	0.233	0.123	1.856	0.064

The hypothesis test showed that e-WOM produced the strongest positive and significant influence on the Purchase Decision (O = 0.348; P = 0.009), followed by Brand Image which also had a significant positive influence (O = 0.329; P = 0.016). Meanwhile, Price only produced a positive but insignificant effect at the level of 5% (O = 0.228; P = 0.064). Overall, the R2 value of 0.713 indicates that the three independent variables can explain 71.3% of the variability of the Purchase Decision, while the rest are influenced by other aspects outside the study model.

a. The Influence of Electronic Word Of Mouth on Purchase Decisions

Hypothesis testing using PLS-SEM shows that e-WOM produces a positive and significant influence on Purchase Decisions. This is reflected in the Path Coefficient 0.348 with a positive direction, supported by T-statistics of 2.615 (>1.96) and P-values of 0.009 (<0.05). This means that the better e-WOM is received by consumers, the more likely they are to make purchases. Therefore, the hypothesis of the influence of e-WOM on Purchase Decisions is acceptable, this finding is in line with research conducted by (Safitri et al., 2025) which states that there is a significant influence between e-WOM and the Purchase Decision.

b. The Influence of Brand Image on Purchase Decisions

Hypothesis testing using PLS-SEM shows that Brand Image produces a positive and significant influence on Purchase Decisions. The path coefficient value was recorded at 0.329 with a positive direction, supported by T-statistics of 2.413 (>1.96) and P-values of 0.016 (<0.05). These findings confirm that the stronger the brand image, the more likely consumers are to make a purchase. Therefore, the hypothesis of the influence of Brand Image on Purchase Decisions is acceptable, this result is consistent with the findings (Cahyani, 2024) which states *Brand Image* have a significant effect on the Purchase Decision.

c. Price Influence on Purchase Decisions

The results of the hypothesis test using PLS-SEM show that the Price variable produces a positive but not significant influence on the Purchase Decision. The path coefficient value was recorded at 0.228 with a positive direction, but the T-statistics were only 1.856 (<1.96) and the P-values were 0.064 (>0.05). These findings indicate that the influence of price is not strong enough at a significance level of 5%, so the hypothesis about the influence of price on purchasing decisions is unacceptable, this result is not in line with the findings of the study (Riska & Prabowo, 2025) which shows that Price has a significant effect on the Purchase Decision.

V. Conclusion

This study concluded that the decision to purchase Erigo products at Shopee was significantly supported by digital aspects, with e-WOM being the most dominant variable and providing a positive influence, followed by brand image which also had a positive and significant influence. These findings show that consumer reviews and strong brand image are the main considerations for building trust over price, which although it has a positive influence, is not statistically significant. Overall, the combination of these three variables was able to explain 71.3% of the variability of purchase decisions, confirming the crucial importance of online reputation management and value perception to win the competition in the digital fashion market.

The limitations in this study are that it only focuses on one brand and one e-commerce platform, so the conclusions of the research results are still limited. In addition, this study only uses three variables while there are still other factors that have the potential to influence purchasing decisions such as product quality, promotion, and so on. Other limitations can come from the number and characteristics of respondents that do not fully explain the entire consumer segment. Based on these limitations, further research is recommended to expand the research object on different brands or platforms in order to obtain a more comprehensive comparison of results, as well as the addition of other relevant variables to improve the model's ability to show purchasing decisions.

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