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The Influence of Brand Image, Electronic Word of Mouth, and Perceived Quality on Purchase Intention among Makarizo Consumers (A Survey of Makarizo Product Consumers in Bandung City)

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Abstract
This study aims to determine the influence of brand image, electronic word of mouth (e-WOM), and perceived quality on purchase intention among Makarizo product consumers in Bandung City. The method used was descriptive and associative with a quantitative approach. A sample of 96 Makarizo consumers in Bandung City was determined through purposive sampling, and the data were analyzed using multiple linear regression with SPSS version 25. The results show that partially, brand image and electronic word of mouth have no significant effect on purchase intention, while perceived quality has a positive and significant effect. Simultaneously, brand image, electronic word of mouth, and perceived quality have a significant effect on purchase intention among Makarizo consumers in Bandung City, with a coefficient of determination of 72.3%, while the remaining 27.7% is explained by other variables outside this research model.

Keywords: brand image, electronic word of mouth, perceived quality, purchase intention

Introduction

The cosmetics and personal care industry in Indonesia continues to show rapid growth, driven by increasing consumer awareness of the importance of appearance and personal health (Safitri & Sari, 2025).In the hair care category, market prospects are also promising due to high consumer demand for effective hair care products that are relevant to modern lifestyles and capable of addressing increasingly diverse hair problems. Based on market projections, hair care revenue in Indonesia is expected to reach US$1.00 billion in 2025, with a compound annual growth rate (CAGR) of 3.52%, indicating substantial opportunities for brands able to adapt to increasingly specific consumer needs (Statista, 2025).

Makarizo, a local hair care brand under PT Akasha Wira Internasional Tbk, is recorded as the brand with the highest market share in the hair care category on Indonesian e-commerce platforms (Goodstats, 2025). However, Makarizo's performance varies across product categories. According to the Top Brand Award (2025), Makarizo leads in the hair spray category (TBI 36.9%) and the creambath category (TBI 43.1%), but lags behind in the hair vitamin category (TBI 25.2%) compared to market leader Ellips (TBI 56.5%), as shown in the following table:

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Table 1. Top Brand Index Comparison

Category	Makarizo TBI	Rank	Main Competitor	Competitor TBI	Gap
Hair Spray	36.9%	1	Barbara	15.6%	+21.3
Creambath	43.1%	1	Pantene	15.5%	+27.6
Vitamin	25.2%	2	Ellips	56.5%	-31.3

Source: Top Brand Award (2025)

The pre-survey results involving 30 Makarizo consumers in Bandung City also revealed several gaps. The high level of brand recognition (83.3%) was not matched by a strong perception of brand uniqueness (40%). In addition, the high reliance on online reviews (80%) was not balanced by active consumer participation in sharing positive reviews (26.7%). Meanwhile, positive assessments of the product's core performance (80%) were not followed by satisfaction with additional features (43.3%). These conditions have resulted in a still relatively low purchase priority for Makarizo among consumers (43.3%).

The rapid development of information and communication technology has changed consumer behavior. Consumers no longer rely solely on information provided by sellers but also actively seek references through reviews and recommendations from other users on social media. Such reviews and recommendations have become an important source of information, helping consumers gain a clearer picture of a product before making a purchase decision (Novita Angie et al., 2025).

Purchase intention is a consumer response reflecting the desire or tendency to purchase a particular product (Kotler & Keller, 2016). Purchase intention is one of the key factors in explaining consumer behavior and serves as a foundation for companies in designing effective marketing strategies. Therefore, understanding the various factors that influence purchase intention is essential for companies to develop strategies that align with market needs and preferences (Wulandari & Anshori, 2025). In the context of this study, electronic word of mouth, brand image, and perceived quality are viewed as factors that potentially influence the formation of consumer purchase intention.

Previous studies have shown varied results regarding the role of these three variables. Julia & Slamet (2022) found that e-WOM, perceived quality, and brand image had a significant effect on purchase intention for cosmetic products, whereas Wulandari & Anshori (2025) found that brand image had no significant effect on purchase intention for beauty products, in contrast to e-WOM and perceived quality, which had significant effects. This inconsistency in previous research findings underlies the need for further study, particularly on Makarizo products, which have not previously been specifically examined.

Furthermore, previous studies have demonstrated that e-WOM**,** brand image**,** and perceived quality remain among the most influential determinants of consumer purchase intention across various industries. However, the magnitude and significance of their effects vary depending on the product category, brand characteristics, and consumer context. While some studies identified perceived quality as the most dominant predictor of purchase intention (Kristinawati & Keni, 2021), others highlighted the stronger role of e-WOM (Sudirjo et al., 2023)or found that brand image did not significantly influence purchase intention (Wulandari & Anshori, 2025). These inconsistent findings indicate that the relationships among these variables are still inconclusive and require further empirical investigation.

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Moreover, only a limited number of studies have examined Makarizo products, and existing research has primarily focused on repurchase intention rather than purchase intention (Gultom et al., 2024). Therefore, this study addresses both a theoretical and empirical gap by investigating the simultaneous effects of e-WOM, perceived quality, and brand image on consumers' purchase intention toward Makarizo hair care products. The findings are expected to enrich the literature on consumer behavior in the beauty and personal care industry while providing practical insights for Makarizo in developing more effective marketing strategies.

This study aims to answer four main questions: (1) does brand image affect purchase intention among Makarizo consumers? (2) does electronic word of mouth affect purchase intention among Makarizo consumers? (3) does perceived quality affect purchase intention among Makarizo consumers? and (4) do brand image, electronic word of mouth, and perceived quality simultaneously affect purchase intention among Makarizo consumers in Bandung City? In line with these research questions, this study aims to analyze the effect of brand image, electronic word of mouth, and perceived quality on purchase intention among Makarizo consumers, both partially and simultaneously. The results of this study are expected to provide academic contributions to the development of marketing communication and consumer behavior research, as well as practical input for companies in designing product marketing strategies.

Marketing Management

According to Novia et al. (2023), marketing management is the art and science of choosing target markets, and acquiring and retaining customers to fulfill market needs. In line with this, Sofjan Assauri in Novia et al. (2023 states that marketing management encompasses the analysis, planning, and implementation of marketing programs to create, maintain, and develop relationships with consumers. Thus, marketing success depends not only on the ability to attract new customers, but also on retaining customers through a strong brand image, electronic word of mouth, and good(Kotler & Keller, 2016b)define brand image as consumers' perception of a brand that reflects the extrinsic attributes of a product or service, including its ability to fulfill consumers' psychological and social needs. In line with this, Firmansyah (2019) states that brand image is the picture or perception formed in consumers' minds when they recall a brand. In this study, the measurement of brand image refers to Kotler & Keller (2016)consists of three dimensions as follows.

1. Strength of Brand Associations, namely the strength of information and experience stored in consumers' memory regarding a brand, making it easier for them to recognize and recall that brand.
2. Favorability of Brand Associations, namely consumers' positive perception of the benefits, quality, and attributes of a brand that are able to fulfill their needs and provide added value compared to other brands.
3. Uniqueness of Brand Associations, namely the characteristics or distinctive features that differentiate a brand from its competitors, making it a reason for consumers to choose that brand.

Electronic Word of Mouth

According to Goyette et al. in Candra & Yasa (2023), electronic word of mouth (e-WOM) is informal communication conducted online by consumers regarding their experiences,



opinions, or assessments of a product or service. This communication is considered more objective because it stems from consumers' actual experiences and has no direct commercial interest. In line with this, Hennig-Thurau et al. in Ayesha et al. (2022) explain that e-WOM is a positive or negative statement made by consumers via the internet that can be accessed by many parties. In this study, the measurement of electronic word of mouth refers to the dimensions proposed by Goyette et al. in Candra & Yasa (2023), which include:

1. Intensity, namely the frequency and volume of consumer activity in searching for, sharing, or providing information or reviews about a product through digital media.
2. Valence of Opinion, namely the tendency of opinions expressed by consumers, whether positive or negative reviews, which can influence the perceptions and decisions of other prospective consumers.
3. Content, namely the quality and completeness of information conveyed in reviews, such as information on product variety, quality, price, or product usage experience.

Perceived Quality

Perceived quality is consumers' assessment of the overall quality or superiority of a product compared to other products (Firmansyah, 2019). Yolanda (2022) states that product quality is not only related to the final outcome but also encompasses the processes and resources involved in producing the product so that it can meet consumer expectations. In line with this, Aaker in Firmansyah (2019:99) defines perceived quality as customers' perception of the overall quality or superiority of a product or service based on their expectations.

In this study, the measurement of perceived quality refers to the dimensions proposed by Tjiptono in Firmansyah (2019), namely performance, durability, conformance to specifications, features, reliability, aesthetics, perceived quality, and serviceability.

Purchase Intention

Purchase intention is the motivation recorded in consumers' minds to actualize their needs through actual purchasing behavior (Ferdinand, 2014). Before making a purchase, consumers generally go through a process of evaluating various marketing stimuli, including brand image, digital reviews, and perceived product quality, before ultimately forming preferences and purchase decisions (Schiffman & Kanuk, 2015). In this study, the measurement of purchase intention refers to the dimensions proposed by Ferdinand (2014):

1. Transactional Interest: Measures consumers' concrete intention to make a purchase.
2. Referential Interest: Measures consumers' willingness to recommend the product to others.
3. Preferential Interest: Measures consumers' tendency to make the product their primary choice over competitors.
4. Exploratory Interest: Measures consumers' desire to actively seek further information about the product.

Based on the theoretical description above, the hypotheses of this study are formulated as follows.

H1: Brand image has a positive effect on purchase intention among Makarizo consumers.
H2: Electronic word of mouth has a positive effect on purchase intention among Makarizo consumers.
H3: Perceived quality has a positive effect on purchase intention among Makarizo consumers.

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H4: Brand image, electronic word of mouth, and perceived quality simultaneously have a positive effect on purchase intention among Makarizo consumers.

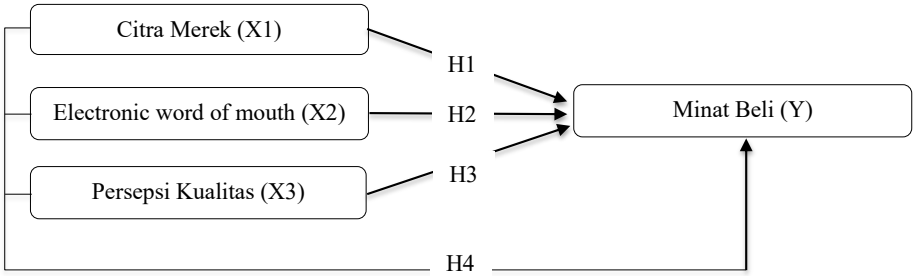


Figure 1. Conceptual Framework

Method

This study used a descriptive and associative method with a quantitative approach (Sugiyono, 2023). The population of this study consisted of all Makarizo product consumers in Bandung City, with individuals as the unit of analysis. The sample was determined using a non-probability sampling technique, specifically purposive sampling (Sudana & Setianto, 2024), with respondent criteria including residing in Bandung City, actively using social media or e-commerce platforms, having seen reviews of Makarizo products, and having purchased or used Makarizo products at least once. The sample size was calculated using the Lemeshow formula because the population size was not precisely known, resulting in a sample of 96 respondents.

Data were collected through a questionnaire using a 1-5 Likert scale, supplemented by interviews and observation as supporting data. The research variables consisted of Brand Image (X1), Electronic Word of Mouth (X2), and Perceived Quality (X3) as independent variables, and Purchase Intention (Y) as the dependent variable. Before use, the research instrument was tested for validity and reliability using Pearson Product Moment correlation and Cronbach's Alpha coefficient. The data were then analyzed through classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2) test using IBM SPSS version 25.

Results and Discussion

Respondent Demographic Characteristics

This study involved 96 respondents who were Makarizo product consumers in Bandung City. Based on Picture 1, respondents were dominated by women, totaling 82 people (85%), aged 18-24 years, totaling 86 people (90%), and were students, totaling 84 people (88%). In terms of usage intensity, most respondents had used Makarizo products 3-5 times (42%), while based on review media, the majority of respondents obtained product reviews through social media (66%). This profile indicates that the research subjects are relevant to Makarizo's main target market, namely young women who are active users of digital media.

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Characteristic	Category	Number	Percentage
Gender	Male	14	15%
	Female	82	85%
Age	< 18 years	0	0%
	18-24 years	86	90%
	25-30 years	9	9%
	30-35 years	1	1%
	> 35 years	0	0%
Occupation	Student	84	88%
	Employee	10	10%
	Housewife	1	1%
	Entrepreneur	1	1%
Usage Intensity	1-2 times	18	19%
	3-5 times	40	42%
	> 5 times	15	16%
	Routine	23	24%
Review Media	Social Media	63	66%
	E-commerce	33	34%

Figure 2. Respondent Demographic Characteristics
Source: Processed data (2026)

Validity Test

The validity test was conducted using Pearson Product Moment correlation, with items declared valid if the calculated r-value exceeded the table r-value. For a sample size of 96 at a 5% significance level, the table r-value obtained was 0.169. As shown in Table 2, all items across the four research variables had calculated r-values above the table r-value, so all items were declared valid and suitable for data collection.

Table 2. Validity Test Results

Variable	Item	r-calculated	r-table	Conclusion
Brand Image (X1)	X1.1	0.622	0.169	Valid
	X1.2	0.500		
	X1.3	0.620		
	X1.4	0.650		
	X1.5	0.463		
	X1.6	0.606		
	X1.7	0.531		
	X1.8	0.512		
	X1.9	0.515		
	X1.10	0.602		
	X1.11	0.711		
	X1.12	0.627		



Variable	Item	r-calculated	r-table	Conclusion
Electronic Word of Mouth (X2)	X2.1	0.592	0.169	Valid
	X2.2	0.438		
	X2.3	0.422		
	X2.4	0.476		
	X2.5	0.631		
	X2.6	0.522		
	X2.7	0.532		
	X2.8	0.539		
	X2.9	0.532		
	X2.10	0.468		
Perceived Quality (X3)	X3.1	0.656	0.169	Valid
	X3.2	0.560		
	X3.3	0.659		
	X3.4	0.490		
	X3.5	0.588		
	X3.6	0.587		
	X3.7	0.549		
	X3.8	0.522		
	X3.9	0.504		
	X3.10	0.689		
Purchase Intention (Y)	Y.1	0.592	0.169	Valid
	Y.2	0.645		
	Y.3	0.646		
	Y.4	0.582		
	Y.5	0.547		
	Y.6	0.727		
	Y.7	0.632		
	Y.8	0.607		
	Y.9	0.531		
	Y.10	0.649		

Source: Data processed with SPSS 25 (2026)

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Reliability Test

Instrument reliability was tested using Cronbach's Alpha coefficient, with the instrument declared reliable if the coefficient value exceeded 0.60. Based on Table 3, all research variables obtained Cronbach's Alpha values above 0.60, so all instruments were declared reliable and consistent for use in measurement.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.819	Reliable
Electronic Word of Mouth (X2)	0.679	Reliable
Perceived Quality (X3)	0.776	Reliable
Purchase Intention (Y)	0.816	Reliable

Source: Data processed with SPSS 25 (2026)

Classical Assumption Test

The normality test was conducted visually through a histogram and a normal probability plot. The histogram showed a bell-shaped distribution pattern, while the scatter of points on the probability plot followed the diagonal line, so the residual data were declared normally distributed and suitable for further analysis using multiple linear regression.

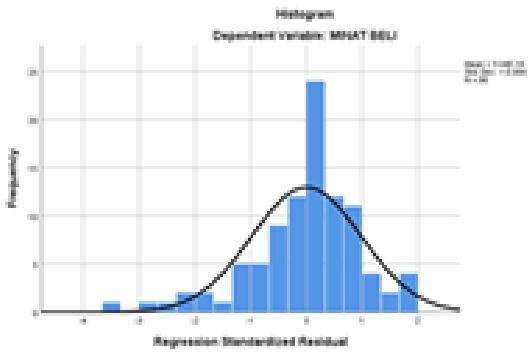


Figure 4. Histogram of Purchase Intention

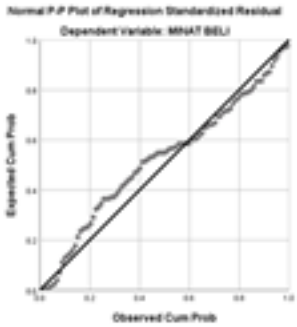


Figure 3. Normal Probability Plot

The multicollinearity test was conducted by examining the tolerance and Variance Inflation Factor (VIF) values. A regression model is declared free of multicollinearity if the tolerance value is > 0.10 and VIF < 10. Based on Table 4, all independent variables met these criteria, so the regression model was not affected by multicollinearity.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Brand Image (X1)	0.346	2.892	Free of multicollinearity
Electronic Word of Mouth (X2)	0.350	2.859	Free of multicollinearity
Perceived Quality (X3)	0.369	2.710	Free of multicollinearity



The heteroscedasticity test was conducted using the Glejser test, with the model declared free of heteroscedasticity if the significance value was greater than 0.05. Based on Table 5, all independent variables obtained significance values above 0.05, so the regression model was declared free of heteroscedasticity.

Table 5. Heteroscedasticity Test Results (Glejser Test)

Variable	t	Sig.	Description
Brand Image (X1)	-0.265	0.792	No heteroscedasticity
Electronic Word of Mouth (X2)	-1.652	0.102	No heteroscedasticity
Perceived Quality (X3)	-0.725	0.470	No heteroscedasticity

Source: Data processed with SPSS 25 (2026)

The autocorrelation test was conducted using the Durbin-Watson (DW) test, with the model declared free of autocorrelation if the DW value fell between dU and (4-dU). The test results obtained a DW value of 1.897, while the dU value for n=96 and k=3 was 1.7326, resulting in a range of 1.7326 < 1.897 < 2.2674. Thus, the regression model was declared free of autocorrelation and had met all classical assumption test requirements for further analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to measure the effect of Brand Image (X1), Electronic Word of Mouth (X2), and Perceived Quality (X3) on Purchase Intention (Y). The test results are presented in Table 6.

Table 6. Multiple Linear Regression Test Results

Variable	B	t	Sig.	Description
Constant	-4.609	-1.509	0.135	-
Brand Image	0.132	1.479	0.143	Not supported
Electronic Word of Mouth	0.133	1.156	0.251	Not supported
Perceived Quality	0.796	7.269	0.000	Supported

Source: SPSS 25 Output Results (2026)

Based on Table 6, the regression equation obtained is Y = -4.609 + 0.132X1 + 0.133X2 + 0.796X3. The constant value of -4.609 indicates that if all three independent variables are zero, purchase intention would be at that baseline value. The positive regression coefficients for all variables indicate a unidirectional relationship, whereby increases in brand image, electronic word of mouth, and perceived quality have the potential to increase consumer purchase intention.

Hypothesis Test

The t-test was used to examine the partial effect of each independent variable on purchase intention. Based on Table 6, Brand Image obtained a t-value of 1.479 (t-table 1.986) with a significance of 0.143 (>0.05), so H1 was rejected. Electronic Word of Mouth obtained a t-value of 1.156 with a significance of 0.251 (>0.05), so H2 was also rejected. In contrast,



Perceived Quality obtained a t-value of 7.269 with a significance of 0.000 (<0.05), so H3 was accepted. Simultaneously, the F-test showed an F-value of 80.191 with a significance of 0.000 (<0.05), greater than the F-table value of 2.69, so H4 was accepted: brand image, electronic word of mouth, and perceived quality jointly had a significant effect on purchase intention among Makarizo consumers.

Coefficient of Determination Test

The coefficient of determination test results showed an R Square value of 0.723 and an Adjusted R Square value of 0.714. This value indicates that the variables brand image, electronic word of mouth, and perceived quality jointly explain 72.3% of the variation in purchase intention among Makarizo consumers, while the remaining 27.7% is explained by other variables outside this research model, such as price, brand awareness, brand trust, or consumer lifestyle.

Effect of Brand Image on Purchase Intention

The test results show that brand image has no significant partial effect on purchase intention, although the direction of the effect remains positive. This result is consistent with the findings of Wulandari & Anshori (2025) on Somethinc products, but differs fromJulia & Slamet (2022), who found a significant effect of brand image on lip tint products. This difference is presumably because hair care products are experience products whose benefits are only felt after regular use, so consumers who in this study were dominated by the 18-24 age group and student status prioritize the product's actual quality over brand image alone.

Effect of Electronic Word of Mouth on Purchase Intention

The test results show that electronic word of mouth has no significant partial effect on purchase intention. This finding is in line with Putri & Maivalinda (2025), but contradicts Wulandari and Anshori (2025), who found a significant effect of e-WOM. This condition indicates an imbalanced e-WOM ecosystem among Makarizo consumers: consumers actively access reviews (80%) but rarely share positive experiences independently (26.7%), so information exposure is not yet strong enough to convert interest into purchasing decisions.

Effect of Perceived Quality on Purchase Intention

The test results show that perceived quality has a positive and significant effect on purchase intention, with the largest regression coefficient among the three independent variables. This result is consistent with Julia and Slamet (2022), but differs from Mauretta et al. (2024), who found that the effect of perceived quality was not significant due to the presence of a brand trust mediating variable. The dominance of perceived quality confirms that hair care products, as experience products, lead consumers to rely more on actual experience of product performance and quality consistency than on brand image or third-party reviews. This is in line with the view of Yolanda (2022) that product quality is a broad concept, encompassing not only the final outcome but also the human and process aspects behind it, making high quality one of the primary values customers expect from producers as a manifestation of the product's ability to satisfy them.



Simultaneous Effect of Brand Image, Electronic Word of Mouth, and Perceived Quality on Purchase Intention

Simultaneously, brand image, electronic word of mouth, and perceived quality were proven to have a significant effect on purchase intention, contributing 72.3%. The high correlation among the independent variables (tolerance values ranging from 0.346-0.369) helps explain why brand image and e-WOM, which were not significant partially, still made a meaningful contribution when working together with perceived quality, in line with the view of Schiffman & Kanuk (2015) that purchase intention is formed from various interacting stimuli. This finding indicates that Makarizo's marketing strategy would be more effective if all three aspects were managed in an integrated manner rather than focusing on just one aspect.

Conclusion

Referring to the results of the analysis and discussion presented above, this study concludes that partially, brand image and electronic word of mouth have no significant effect on purchase intention among Makarizo consumers in Bandung City, while perceived quality has a positive and significant effect with the most dominant contribution. Simultaneously, all three variables have a significant effect on purchase intention and are able to explain 72.3% of its variation. These findings confirm that purchase intention for experience products like Makarizo is largely shaped by actual experience of product quality, while brand image and e-WOM act as supporting factors that strengthen the effect of perceived quality when working together.

Although this study provides meaningful findings, it still has limitations. First, this study used a purposive sampling technique with a scope limited to Bandung City, so the results cannot yet be widely generalized to all Makarizo consumers in Indonesia. Second, this study only used three independent variables, so there remains the possibility that other variables not examined, such as price, brand trust, or brand awareness, also influence purchase intention. Third, the use of a multiple linear regression model without mediating or moderating variables limits the explanation of more complex mechanisms of influence between variables.

Based on these limitations, companies are advised to maintain consistent product quality while innovating on secondary attributes such as packaging design, strengthen the affective dimension of brand image through more emotional communication approaches, and build e-WOM activation programs that encourage consumers to organically share positive experiences. Future research is recommended to expand the geographic scope and sample size, add other variables such as brand trust, price, or brand awareness as mediating or moderating variables, and consider mixed-methods approaches or structural equation modeling to gain a deeper understanding of consumer behavior toward Makarizo products.

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