

**The Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention Brand Image as a Mediating Variable: Study on Consumers of Maybelline Blush Product in Bandung**

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**ABSTRACT**

*The purpose of this study is to examine the influence of electronic word of mouth (eWOM) on repurchase intention, mediated by brand image, among consumers of Maybelline blush products. The instruments used in this research have passed validity and reliability tests. These instruments were utilized to collect data from respondents who have purchased Maybelline blush and are aged between 15-45 years old and have experience using Maybelline blush. A total of 138 individuals participated in this study. The data collection technique employed was cross-sectional or one-shot study. The data analysis technique used was multiple linear regression conducted using SPSS version 25, supplemented by the Sobel test. Out of ten proposed research hypotheses, seven were supported by empirical data. The findings of this study indicate that brand image mediates the influence of valence of opinion and content, as dimensions of electronic word of mouth (eWOM), on repurchase intention. Meanwhile, the use of other concepts to directly influence repurchase intention could be suggested for future research. These research results are beneficial for stakeholders involved in designing strategies relevant to enhancing these attribute qualities.*

**Keywords:** *Electronic word of mouth (eWOM), Brand Image, Repurchase Intention*

**ABSTRAK**

Tujuan dari penelitian ini adalah untuk menguji pengaruh *electronic word of mouth* (eWOM) terhadap *repurchase intention*, yang dimediasi oleh *brand image*, di kalangan konsumen produk *blush on* Maybelline. Instrumen yang digunakan dalam penelitian ini telah lulus uji validitas dan reliabilitas. Instrumen ini digunakan untuk mengumpulkan data dari responden yang telah membeli *blush* Maybelline dan berusia antara 15-45 tahun dan memiliki pengalaman menggunakan *blush* Maybelline. Sebanyak 138 orang berpartisipasi dalam penelitian ini. Teknik pengumpulan data yang digunakan adalah *cross-sectional* atau *one-shot study*. Teknik analisis data yang digunakan adalah regresi linier berganda yang dilakukan dengan menggunakan SPSS versi 25 yang dilengkapi dengan uji Sobel. Dari sepuluh hipotesis penelitian yang diajukan, tujuh didukung oleh data empiris. Temuan penelitian ini menunjukkan bahwa *brand image* memediasi pengaruh valensi opini dan konten, seperti dimensi *electronic word of mouth* (eWOM), terhadap *repurchase intention*. Sementara itu, penggunaan konsep lain untuk secara langsung mempengaruhi niat membeli kembali dapat disarankan untuk penelitian di masa depan. Hasil penelitian ini bermanfaat bagi pemangku kepentingan yang terlibat dalam merancang strategi yang relevan untuk meningkatkan kualitas atribut ini.

**Kata kunci:** *Electronic word of mouth (eWOM), Brand Image, Repurchase Intention*

## INTRODUCTION

In public appearances, presenting oneself with a beautiful and attractive appearance has become a necessary requirement for women today (Qonita, 2018). Therefore, the cosmetics industry produces beauty products that can help women appear more confident and attractive (Abraham & Pasaribu, 2022). Among the many types of beauty products, one product used to enhance makeup is blush (Dema & Rokhman, 2020). Blush is a beauty product available in various colors and is used to add color to the cheeks when applied to the face (Iskandar et al., 2022). One of the blush brands in the cosmetics industry is Maybelline.

Maybelline is one of the international cosmetic brands founded by T.L Williams in New York, United States (Chen et al., 2022). According to the Food and Drug Monitoring Agency (BPOM), in 2021, the number of cosmetic industries increased by 20.6% from 819 to 913 in July 2022 (Hamasy, 2022). Additionally, as quoted from the *compas.co.id* website, total sales of cosmetic products increased by 39%, generating revenue of up to Rp 129.1 billion in March 2022 (Haasiani, 2022). However, this does not align with the data obtained from the Top Brand Index in the personal care product category. Below is the Top Brand Index data for the personal care category for 2021-2022.

**Table 1. Top Brand Index *Blush on Maybelline* 2021-2022**

Brand	TBI 2021	TBI 2022	Decrease in index value
Maybelline	21.60	14.00	-7.6
Wardah	28.60	26.60	-2
La Tulipe	14.10	7.60	-6.5
Revlon	7.40	5.30	-2.1
Oriflame	6.00	2.00	-4

Source: Top Brand Index (2023), reprocessed by the researcher

Based on Table 1, Maybelline blush experienced a decrease in its index value by 7.6%. In 2022, Maybelline blush saw a significant decline, although it remained in the first position in the Top Brand Award (TOP) category according to the TBI. The top brand index is measured by three indicators: mind share, market share, and commitment share. The research problem falls under commitment share, which indicates the strength of a brand in encouraging customers to repurchase in the future (topbrandaward.com, 2023). Similarly, measuring the three parameters of the Top Brand Index such as top of mind, last usage, and future intention, the research problem falls under future intention, which shows the interest in repurchasing or the desire of consumers to use the product again in the future (topbrandaward.com, 2023). This indicates that repurchase intention is the issue currently faced by Maybelline blush on in Indonesia.

Repurchase intention is positively and significantly influenced by brand image on Adara Cosmetics products (Abraham & Pasaribu, 2022). Thus, the higher the brand image, the higher the repurchase intention. Brand image, as an intervening variable, is positively influenced by electronic word of mouth (eWOM) for Emina cosmetics in Purworejo (Rakhma et al., 2019). Therefore, the higher the eWOM, the higher the brand image. Furthermore, repurchase intention as a dependent variable is positively and significantly influenced by eWOM for Pond's in Bandung (Chairunisa, 2022). Thus, the higher the eWOM, the higher the repurchase intention. Additionally, it is supported by findings that eWOM positively affects the brand image of Wardah cosmetics (Nadhiroh & Hukama, 2020). Moreover, repurchase intention is positively influenced by the brand image of Viva cosmetics (Sandywati, 2022). According to Zharfan & Kusuma (2023), electronic word of mouth (eWOM) has a positive and significant effect on the repurchase intention variable through brand image. Therefore, it is suspected that brand image can mediate the influence of eWOM on repurchase intention. Based on the above explanation, the variables in previous research are highly relevant as the objects studied are still related to cosmetic products. However, the novelty of this research lies in the choice of Maybelline blush as the research object and Bandung City as the research locus. Thus, this study aims to examine the influence of electronic word of mouth (eWOM) on repurchase intention mediated by brand image for Maybelline blush on products in Bandung City.

## **LITERATURE REVIEW**

### **Electronic Word of Mouth (eWOM)**

Electronic word of mouth (eWOM) is a marketing activity that utilizes the internet to generate word-of-mouth promotion in support of marketing efforts and objectives (Kotler, 2016). Edeline & Praptiningsih (2022) define electronic word of mouth (eWOM) as an activity conducted by consumers to provide positive or negative comments about a product through the internet. Electronic word of mouth (eWOM) is informal communication to consumers via the internet regarding the characteristics of specific goods, services, or companies (Aziz et al., 2022). According to Goyette et al. (2010), electronic word of mouth (eWOM) is measured using three dimensions: (1) intensity, (2) valence of opinion, and (3) content.

### **Brand Image**

Brand image is the consumer's perception of a particular brand based on comparisons with other brands of the same product type (Dema & Rokhman, 2020). Brand image is an individual's perception and preference for a brand, reflected in the various associations held in one's memory (Arif, 2019). According to Genoveva & Utami (2020), brand image is defined as the consumer's understanding of a product by identifying and distinguishing it from other products. According to Shimp (2014), brand image can be measured using three indicators: (1) attributes, (2) benefits, and (3) brand attitude.

### **Repurchase Intention**

According to Putri & Sienatra (2023), repurchase intention is the consumer's desire to make purchasing decisions for a product, plan, and take related actions such as recommending, choosing, and ultimately making a purchase decision. Repurchase intention is an individual's assessment of buying a product or service from the same brand in the future, considering the current situation (Chou & Chen, 2018). Additionally, repurchase intention is a type of consumer purchasing behavior when there is a match with the value of a product or service (Tufahati et al., 2021). According to Girsang et al. (2020), repurchase intention can be measured using four indicators: (1) transactional interest, (2) referential interest, (3) preferential interest, and (4) exploratory interest.

### **The Relationship Between Dimensions of E-WOM And Brand Image**

Based on Subhan et al. (2022), electronic word of mouth (EWOM) has a significant positive influence on the brand image of the Axis-y Pore Clarifying Wash Off Pack through the TikTok application. This is further supported by the findings of Edeline & Praptiningsih (2022), indicating that electronic word of mouth (EWOM) positively affects the brand image of Somethinc products. Based on the above description, the first hypotheses are formulated as follows:

H1a: Intensity has a positive effect on brand image.

H1b: Valence of Opinion has a positive effect on brand image.

H1c: Content has a positive effect on brand image.

### **The Relationship Between Dimensions of E-WOM And Repurchase Intention**

According to Nathalia & Indriyanti (2022), electronic word of mouth (EWOM) has a positive influence on repurchase intention among consumers of Sariayu halal cosmetics. Furthermore, Pakpahan & Prameswari (2022) found that electronic word of mouth (EWOM) positively affects repurchase intention for halal cosmetic products. Based on the above explanation, the following hypotheses are formulated:

H2a: Intensity has a positive effect on repurchase intention.

H2b: Valence of Opinion has a positive effect on repurchase intention.

H2c: Content has a positive effect on repurchase intention.

### **The Relationship Between Brand Image and Repurchase Intention**

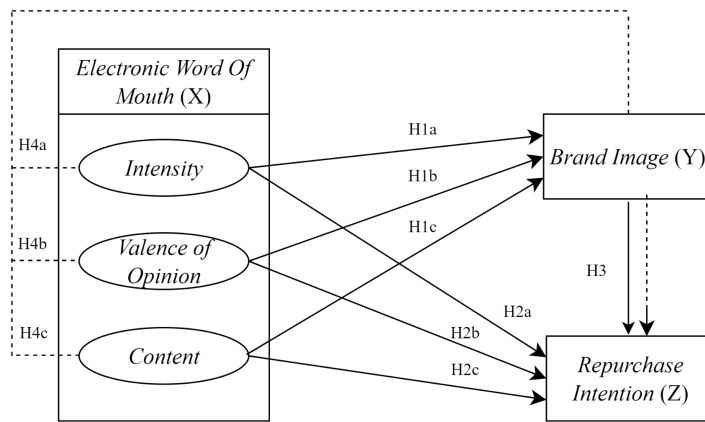
According to Vania & Winandri (2022), brand image has a significant influence on repurchase intention for scarlet products in Surakarta. This is also supported by the finding that the brand image variable has a positive and significant impact on repurchase intention for Wardah liquid lipstick products in Malang (Khoirun Nisa et al., 2023). Based on the above explanation, the third hypothesis is formulated as follows:

H3: Brand image has a positive effect on repurchase intention.

**The Relationship Between Dimensions of eWOM, Brand Image and Repurchase Intention**

According to Zharfan & Kusuma (2023), electronic word of mouth (EWOM) has a positive and significant influence on repurchase intention through brand image. Additionally, Mohammad et al. (2019) found that brand image can mediate the relationship between electronic word of mouth (EWOM) and repurchase intention. Based on this explanation, the fourth hypotheses are formulated as follows:

- H4a: Intensity has a positive effect on repurchase intention mediated by brand image.
- H4b: Valence of Opinion has a positive effect on repurchase intention mediated by brand image.
- H4c: Content has a positive effect on repurchase intention mediated by brand image.



**Figure 1. Research Model**

**RESEARCH AND METHODOLOGY**

This research was conducted using a descriptive research type with a quantitative approach. The variables in the study consist of eWOM (X), Brand Image (Y), and Repurchase Intention (Z). The sources of data used are primary and secondary. According to Wahyuningrum (2020:53-56), primary data is data collected and processed directly (without intermediary media) by the researcher from the object and sourced from the first hand, which can be in the form of interviews or observations. Meanwhile, secondary data is data obtained in the form of finished data (collected and processed by others) or sourced from second-hand sources and obtained from books or journals. The sampling technique used is Non-probability Sampling with the Purposive Sampling method. The population in this study is Bandung residents who have used Maybelline Blush on and are aged between 15 and 45 years. The sample size was determined using G Power software, and based on the calculation results, the sample size is 138 respondents. Primary data sources were obtained from closed-ended questionnaires with Likert scales as the measurement scale. The instrument tests used in this study consist of validity and reliability tests, classical assumption tests, simple regression tests, multiple regression tests, and Sobel tests. The data processing was assisted with SPSS version 25.

**RESULT AND DISSCUSSION**

**Validity Test of the Dimension’s Electronic Word of Mouth (eWOM) Variable**

To test this variable, the researcher prepared 8 questionnaire items, which are considered valid if the calculated  $r_{hitung}$  is greater than the  $r_{tabel}$  value. For a sample size of 138 with a significance level of 0.05, the table r value is 0.1672.

**Table 2. Validity Test of the Dimension’s Electronic Word of Mouth (eWOM) Variable**

Items	r-hitung	r-tabel	Ket
X1a	0,588	0,1672	Valid
X1b	0,920	0,1672	Valid
X1c	0,824	0,1672	Valid
X2a	0,826	0,1672	Valid
X2b	0,826	0,1672	Valid
X3a	0,932	0,1672	Valid
X3b	0,977	0,1672	Valid
X3c	0,919	0,1672	Valid

Source: Primary data (Questionnaire), processed using SPSS 25

Table 2 shows that all statement items used in this study have a calculated  $r_{hitung}$  greater than the  $r_{tabel}$  value. Based on these results, it can be concluded that the electronic word of mouth (eWOM) variable is valid.

**Validity Test of Brand Image Variable**

To test the brand image variable, the researcher prepared 3 questionnaire items.

**Table 3. Validity Test of Brand Image Variable**

Items	r-hitung	r-tabel	Ket
Y1	0,813	0,1672	Valid
Y2	0,813	0,1672	Valid
Y3	0,868	0,1672	Valid

Source: Primary data (Questionnaire), processed using SPSS 25

Table 3 shows that all statement items used in this study have a calculated  $r_{hitung}$  is greater than the  $r_{tabel}$  value. Based on these results, it can be concluded that the Brand Image variable is valid.

**Validity Test of Repurchase Intention Variable**

To test the repurchase intention variable, the researcher prepared 4 questionnaire items.

**Table 4. Validity Test of Repurchase Intention Variable**

Items	r-hitung	r-tabel	Ket
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Z1	0,984	0,1672	Valid
Z2	0,941	0,1672	Valid
Z3	0,994	0,1672	Valid
Z4	0,994	0,1672	

Source: Primary data (Questionnaire), processed using SPSS 25

Table 4 shows that all statement items used in this study have a calculated r value greater than the table r value. Based on these results, it can be concluded that the repurchase intention variable is valid.

### Reliability Test

In determining hypotheses for validity testing, there are several criteria: (1) A variable is considered reliable or good if it has a Cronbach's alpha value greater than 0.60 (Cronbach's alpha > 0.60). (2) A variable is considered unreliable if it has a Cronbach's alpha value less than 0.60 (Cronbach's alpha < 0.60).

**Table 5. Reliability Test**

VariabLE	Cronbach's Alpha Value	Cronbach's Alpha	Ket
<i>Intensity (X1a)</i>	0,708	0,60	Reliabel
<i>Valence of Opinion (X1b)</i>	0,659	0,60	Reliabel
<i>Content (X1c)</i>	0,778	0,60	Reliabel
<i>Brand Image (Y)</i>	0,662	0,60	Reliabel
<i>Repurchase Intention (Z)</i>	0,983	0,60	Reliabel

Source: Primary data (Questionnaire), processed using SPSS 25

In Table 5, it is shown that the variables electronic word of mouth (eWOM), brand image, and repurchase intention all obtained Cronbach's Alpha values > 0.60. Therefore, it can be concluded that all three variables can be considered reliable.

### Normality Test

In this study, the results of the normality test using Kolmogorov-Smirnov indicate that data are normally distributed if the significance level is  $\geq 0.05$ . Conversely, data are considered not normally distributed if the significance level is < 0.05.

**Table 6. Normality Test Kolmogorov-Smirnov**

	Criteria	Result
Effect of Dimensions of <i>Electronic Word of Mouth (eWOM)</i> to <i>brand image</i>	(sig) $\geq 0,05$	(sig) = 0,057
Effect of Dimensions of <i>Electronic Word of Mouth (eWOM)</i> and	(sig) $\geq 0,05$	(sig) = 0,200

*brand image to  
 repurchase intention*

Source: Data Analysis, 2024

In the normality test conducted on the simple regression model of the influence of electronic word of mouth (eWOM) on brand image, the significance level was  $0.057 \geq 0.05$ , indicating that the data used are normally distributed. Similarly, after conducting the normality test on the multiple regression model, the influence of electronic word of mouth and brand image on Repurchase Intention yielded a significance level of  $0.200 \geq 0.05$ , indicating that the data used are normally distributed.

### Multicollinearity Test

The results of multicollinearity testing have criteria, if the tolerance is above 0.10 and VIF (Variance Inflation Factor) is below 10, then the model can be considered free from multicollinearity.

**Table 7. Multicollinearity Test**

	Criteria	Result
Effect of Dimensions of <i>Electronic Word of Mouth</i> (eWOM) to brand image.	Tolerance value > 0,1 and VIF < 10	Tolerance value = 1,0 and VIF = 1,0
Effect of Dimensions of <i>Electronic Word of Mouth</i> (eWOM) and brand image to repurchase intention.		Tolerance value = 1,0 and VIF = 1,0

Source: Data Analysis, 2024

The results of the multicollinearity test in the regression model show that the data or model is free from multicollinearity, which means that the independent variables in the regression model are not correlated with each other

### Heteroskedasticity Test

Heteroskedasticity testing using the Glejser test method has the criteria that if the significance value is  $> 0.05$ , then heteroskedasticity is not present.

**Table 8. Heteroskedasticity Test**

	Criteria	Result
Effect of Dimensions of <i>Electronic Word of Mouth</i> (eWOM) to brand image.	(Sig) $\geq 0,05$	Sig = 0,225
Effect of Dimensions of <i>Electronic Word of Mouth</i> (eWOM) and brand image to repurchase intention.		Sig = 0,947

Source: Data Analysis, 2024

The Heteroskedasticity test results indicate that in the multiple regression model, it is free from heteroskedasticity, meaning none of the independent variables have a significant effect on the absolute residual values.

**Multiple Regression Equation Analysis**

**Table 9. Multiple Regression Equation Analysis of eWOM to Brand Image**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.782	1.472		9.363	.000
	<i>Intensity</i>	-.036	.080	-.040	-.451	.153
	<i>Valence of Opinion</i>	.354	.105	.019	2.210	.034
	<i>Content</i>	.295	.083	.024	2.269	.008

a. Dependent Variable: *Brand Image*

Source: Data Analysis, 2024

Based on the table above, the first multiple regression equation is obtained as follows:

$$Y = 13,782 - 0,036a + 0,354b + 0,295c$$

Based on the multiple regression equation, it can be inferred that the constant value of 13.782 indicates that when all variables are zero, the brand image will be 13.782 units. Additionally, from the equation, it is evident that valence of opinion and content have a positive and significant influence on brand image, as shown by their respective coefficients ( $\beta$ ) of 0.354 and 0.295, with corresponding t-values of 2.210 and 2.269, which are greater than the critical t-value of 1.97743. Therefore, Maybelline, particularly regarding its blush on products, can prioritize improving the quality of all indicators that contribute to valence of opinion and content, as this is expected to have a positive impact on brand image. Each one-unit increase in valence of opinion and content can potentially increase brand image by 2.210 and 2.269 units, respectively.

**Table 10. Multiple Regression Equation of eWOM & Brand Image to Repurchase Intention**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.516	2.290		4.155	.000
	<i>Intensity</i>	.200	.097	.173	2.063	.041

<i>Valence of Opinion</i>	.128	.128	.087	1.007	.316
<i>Content</i>	.236	.100	.201	2.358	.020
<i>Brand Image</i>	.294	.104	.074	2.758	.003

a. Dependent Variable: *Repurchase Intention*

Source: Data Analysis, 2024

Based on the table above, the first multiple regression equation is obtained as follows:

$$Z = 9,516 + 0,200X_{1a} + 0,128X_{1b} + 0,236X_{1c} + 0,294Y$$

Based on the second multiple regression equation, it can be understood that the constant value of 9.516 indicates that when all variables are zero, the repurchase intention will be 9.516 units. Furthermore, from the equation, it is evident that brand image has a positive and significant influence on repurchase intention, as indicated by the coefficients ( $\beta$ ) of 0.200, 0.236, and 0.294, with corresponding t-values of 2.063, 2.358, and 2.758, which are greater than the critical t-value of 1.99743. Therefore, Maybelline can prioritize improving the quality of all indicators contributing to Intensity, content, and brand image, as this is expected to have a positive impact on repurchase intention.

### Sobel Test

**Table 11. Sobel Test**

Relationship between variable	A	B	Sa	Sb	The Result of Sobel Test (T Hitung)	Criteria	Interpretation
<i>Intensity → Brand Image → Repurchase Intention</i>	-0,036	0,294	0,080	0,104	-0,444	1,99743	Brand image does not mediate the effect of intensity on repurchase intention
<i>Valence of opinion → Brand Image → Repurchase Intention</i>	0,354	0,294	0,105	0,104	2,166	1,99743	Brand image mediates the effect of valence of opinion on repurchase intention.

<i>Content → Brand Image → Repurchase Intention</i>	0,295	0,294	0,083	0,104	2,212	1,99743	Brand image mediates the effect of valence of opinion on repurchase intention.
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Source: Data Analysis, 2024

Based on table 11, the results of the sobel test indicate the mediating role of brand image in the influence of the dimensions of electronic word of mouth (eWOM) on repurchase intention. According to the Sobel test, the t-values for brand image mediating the influence of valence of opinion and content on repurchase intention are 2.166 and 2.212, respectively, which are greater than the critical t-value of 1.99743. Therefore, brand image mediates the influence of valence of opinion and content on repurchase intention. However, based on the Sobel test, the t-value for brand image mediating the influence of intensity on repurchase intention is -0.444, which is smaller than the critical t-value of 1.98761. Thus, brand image does not mediate the influence of intensity on repurchase intention.

### Hypothesis Test

In Table 12, the results of the hypothesis testing for the thirteen proposed hypotheses are presented, with the following outcomes:

**Table 12. Hypothesis Test**

Hypothesis	Relationship between variable	T Hitung & Sig	Interpretation
H1a	<i>Intensity → Brand Image</i>	T hitung - 0,451 dan sig 0,153	H0 gagal ditolak The alternative hypothesis (HA) is not supported by empirical data
H1b	<i>Valence of Opinion → Brand Image</i>	T hitung 2,210 dan sig 0,034	H0 berhasil ditolak The alternative hypothesis (HA) is supported by empirical data
H1c	<i>Content → Brand Image</i>	T hitung 2,269 dan sig 0,008	H0 berhasil ditolak The alternative hypothesis (HA) is supported by empirical data
H2a	<i>Intensity → Repurchase Intention</i>	T hitung 2,063 dan sig 0,041	H0 berhasil ditolak The alternative hypothesis (HA) is supported by empirical data

H2b	<i>Valence of Opinion</i> → <i>Repurchase Intention</i>	T hitung 1,007 dan sig 0,316	H0 gagal ditolak	The alternative hypothesis (HA) is not supported by empirical data
H2c	<i>Content</i> → <i>Repurchase Intention</i>	T hitung 2,758 dan sig 0,020	H0 berhasil ditolak	The alternative hypothesis (HA) is supported by empirical data
H3	<i>Brand Image</i> → <i>Repurchase Intention</i>	T hitung 2,758 dan sig 0,003	H0 berhasil ditolak	The alternative hypothesis (HA) is supported by empirical data
H4a	<i>Intensity</i> → <i>Brand Image</i> → <i>Repurchase Intention</i>	T hitung - 0,444 dan sig 0,656	H0 gagal ditolak	The alternative hypothesis (HA) is not supported by empirical data
H4b	<i>Valence of opinion</i> → <i>Brand Image</i> → <i>Repurchase Intention</i>	T hitung 2,166 dan sig 0,030	H0 berhasil ditolak	The alternative hypothesis (HA) is supported by empirical data
H4c	<i>Content</i> → <i>Brand Image</i> → <i>Repurchase Intention</i>	T hitung 2,212 dan sig 0,026	H0 berhasil ditolak	The alternative hypothesis (HA) is supported by empirical data

Source: Data Analysis, 2024

### Discussion

Based on the testing results of H1b and H1c, it was found that H0 was rejected. Thus, it can be concluded that valence of opinion and content within the electronic word of mouth (eWOM) dimension have a positive and significant impact on brand image. These findings support the research results of Edeline & Praptiningsih (2022), who stated that electronic word of mouth (eWOM) has a positive and significant impact on brand image. Therefore, this study corroborates previous findings, especially in the context of cosmetics.

Furthermore, the testing of H3 revealed rejection of H0. Therefore, it can be understood that brand image has a positive and significant impact on repurchase intention. This research finding supports the ideas proposed by Vania & Winandri (2022), Listiyana et al. (2022), and Khoirun Nisa et al. (2023) that brand image has a positive and significant influence on repurchase intention. Thus, this study also reinforces previous findings in the context of cosmetics.

Next, the testing results of H4b and H4c revealed the rejection of H0. This indicates that brand image can mediate the influence of valence of opinion and content in electronic word of mouth (eWOM) on repurchase intention. Previous research by Zharfan & Kusuma (2023) and Mohammad et al. (2019) have suggested

that electronic word of mouth (eWOM) can significantly and positively influence repurchase intention with brand image acting as a mediator. Therefore, this study reinforces previous findings, particularly in the context of cosmetics.

In contrast to the previous hypothesis testing results where H0 was rejected, the testing of H1a failed to reject H0. It was found that intensity does not influence repurchase intention. This finding contradicts the results of Nathalia & Indriyanti (2022), who suggested that the eWOM dimension positively and significantly influences brand image. Furthermore, the testing results for H2b to H4a also failed to reject H0. It was found that the electronic word of mouth (eWOM) dimensions, namely intensity and content, influence repurchase intention. This supports the findings of Pakpahan & Prameswari (2022), who indicated that eWOM has a positive and significant influence on repurchase intention. Additionally, the testing of H4a also failed to reject H0, indicating that brand image does not mediate the influence of intensity on repurchase intention. This finding does not support the results of Mohammad et al. (2019), who proposed that brand image mediates eWOM on repurchase intention.

## **CONCLUSION**

Based on the data obtained from the Top Brand Index in the personal care products category, it is known that Maybelline blush on has experienced a decrease in index, with an average decline of 7% during the period 2021-2022. This phenomenon may indicate a decrease in repurchase intention for Maybelline blush on products. Repurchase intention is positively influenced by electronic word of mouth (Nugroho & Indriani, 2021). Repurchase intention is positively and significantly influenced by (Rini, 2022). This study involved 138 respondents who have purchased Maybelline blush on products and have received information about Maybelline blush on through social media, residing in Bandung with ages ranging from 15 to 45 years old. Data collection techniques involved using questionnaires and were analyzed using SPSS version 25 and Sobel calculator. The abstract of the hypothesis testing results from this study are as follows:

- 1) The Intensity dimension does not influence brand image in consumers of Maybelline blush on products.
- 2) The valence of opinion dimension influences brand image in consumers of Maybelline blush on products.
- 3) The content dimension influences brand image in consumers of Maybelline blush on products.
- 4) The Intensity dimension influences repurchase intention in consumers of Maybelline blush on products.
- 5) The valence of opinion dimension does not influence repurchase intention in consumers of Maybelline blush on products.
- 6) The content dimension influences repurchase intention in consumers of Maybelline blush on products.

- 7) Brand Image has a positive influence on repurchase intention in consumers of Maybelline blush on products.
- 8) Brand image does not mediate the influence of the intensity dimension on repurchase intention in consumers of Maybelline blush on products.
- 9) Brand image mediates the influence of the valence of opinion dimension on repurchase intention in consumers of Maybelline blush on products.
- 10) Brand image mediates the influence of the content dimension on repurchase intention in consumers of Maybelline blush on products.

According to the findings of this study, several recommendations are provided, including scientific and managerial implications. Scientific implications are aimed at future researchers, while managerial implications are directed towards Maybelline company. This research contributes uniquely in its focus on the assessed object, which is users of Maybelline blush products in Bandung. However, since it is categorized as an exact replication, no new theoretical contributions in the form of testing new hypotheses were made, which is a limitation of this study. Some of the findings did not support previous research results, highlighting the need for further exploration.

Therefore, future researchers are advised to propose other concepts that can directly influence repurchase intention, such as Brand Awareness and Product Quality. Previous studies have shown that Brand Awareness significantly affects repurchase intention (Gultom et al., 2021; & Moshinsky, 1959). Additionally, Product Quality research has found a positive and significant influence on repurchase intention (Dana & Pramudana, 2021; and Purnapardi & Indarwati, 2022).

In relation to the research objective of providing solutions to the identified problem of declining repurchase intention, it is important to leverage the understanding that repurchase intention can be predicted by several influencing variables such as electronic Word of Mouth (eWOM), brand image, and repurchase intention itself. Therefore, Maybelline should consider enhancing all indicators of eWOM and brand image indirectly to stimulate an increase in repurchase intention. Additionally, to boost repurchase intention, the company can devise strategies aimed at enhancing eWOM and brand image, thereby improving repurchase intention for Maybelline's blush-on products.

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