

# **Examining the Influence of E-WOM, System Quality, and Social Media Marketing On the Purchase Intentions of IZILOH Online Laundry Consumers: The Mediating Role of Brand Image**

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**Abstract:** *In the continuously evolving online laundry service industry, this study focuses on the impact of E-WOM (Electronic Word of Mouth), System Quality, and Social Media Marketing on the purchasing intentions of Iziloh Online Laundry consumers, with Brand Image serving as a mediator. Online survey methods and PLS-SEM (Partial Least Squares Structural Equation Modeling) were used to collect and analyze data. The results indicate that E-WOM and Social Media Marketing do not significantly influence purchase intentions, while System Quality demonstrates a positive impact. This research highlights the crucial role of Brand Image as a mediator that links E-WOM and System Quality with purchasing intentions. These findings provide new insights into consumer dynamics in the online laundry service industry, emphasizing the importance of reliable system quality and compelling brand image management to enhance purchase intentions in a competitive market. As a practical recommendation, Iziloh Online Laundry should enhance customer interactions through social media and ensure system reliability to strengthen its brand image, ultimately increasing consumer purchase intentions.*

**Keywords** - E-WOM, System Quality, Social Media Marketing, Brand Image, Purchase Intention.

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## **I. INTRODUCTION**

In recent years, the sharing economy has transformed the economy and consumer behavior (Yang et al., 2016). This model allows for sharing resources through online platforms, inspiring platforms like Airbnb and Uber (Ranzini et al., 2018), and responds to a paradigm shift in consumption (Benjaafar et al., 2019). The sharing economy reduces the need for private ownership, changing consumption patterns (Hossain, 2020), and creates economic opportunities for individuals to earn additional income (Muñoz & Cohen, 2017). The laundry service industry, especially in urban areas, has been impacted by this trend, with apps like Iziloh connecting laundries with consumers, responding to the modern market's needs and the challenges of traditional laundry businesses (Desiani et al., 2020; Hana & Salleh, 2018). Iziloh simplifies the process for consumers to find laundries, compare prices, and transact online while helping business owners expand their market and receive feedback (mediaindonesia.com, 2023). Features like location-based search and chat and ratings and reviews make Iziloh innovative in the laundry industry. In building consumer trust, Iziloh must understand the factors influencing purchase interest for effective marketing strategies and service improvement, essential for business success and customer satisfaction.

Previous research has uncovered effective strategies to increase consumer purchase interest. One is discount framing, as Agmeka et al. (2019) identified as a significant interest-invoking factor. The presentation of discounts, whether in percentage or nominal terms, greatly influences consumer perception of value and purchase decisions. Attractively presented discounts make consumers feel more advantaged. In addition, social media marketing has become very important in an era dominated by social media. According to Armawan et al. (2023) and other researchers, marketing via social media increases brand awareness and influences consumer decisions. Two-way interaction between brands and consumers on social media builds closer relationships. Another vital aspect is service quality. Hanjaya et al. (2019) found that high-quality service attracts consumer preferences and increases satisfaction and loyalty. E-WOM (electronic word of mouth) also contributes and can be a determining factor. Jasin (2022) indicated that online reviews and recommendations are credible sources of information and influential in consumer purchase decisions. Factors of brand trust and brand loyalty are no less

important. Studies by Armawan et al. (2023) and Bilgin and Kethüda (2022) showed that consumers trust trusted brands built through quality products, best services, and effective communication. Credible online reviews (Chakraborty, 2019) influence consumer perceptions of a product or service.

Besides the above aspects, brand image was also found to have a significant impact. Research by Bilgin and Kethüda (2022) showed that a positive brand image increases customer loyalty and satisfaction. However, research by Sugiran et al. (2022) indicated that competitive pricing increases purchase interest, but low prices without adequate quality can cause doubt. In the context of applications, online reservation systems and online customer reviews are two critical factors. An easy reservation system increases consumer convenience, and reviews provide an overview of service quality. Country-of-origin image and product knowledge also affect consumer perceptions. Customer digital experience, system and information quality, and other factors such as perceived ease of use, perceived usefulness, subjective norms, and perceived behavioral control influence consumer application decisions. However, the factors above were found in various industry research backgrounds. To ensure the presence of potential factors, this research conducted a pre-survey with 30 people regarding the main variables in increasing purchase intention.

Based on the pre-survey results, several factors influencing consumers' interest in using the Iziloh online laundry application were identified. The factor with the highest frequency of "Yes" responses was Brand Image, with 29 respondents stating that Iziloh's brand image positively impacted their interest in using the application, and only one respondent disagreed. This indicates that brand image is vital in influencing consumer perceptions and decisions. Additionally, the E-WOM factor also received highly positive responses, with 28 respondents stating that they were more likely to use Iziloh after hearing positive reviews from friends or family. The factors of Social Media Marketing and System Quality also received positive responses from 26 and 27 respondents, respectively. However, some factors received predominantly negative responses from respondents, such as Brand Loyalty and Perceived Behavioral Control, where only two respondents stated they were likely to continue using Iziloh even if there were alternatives and felt they had control over the decision to use Iziloh.

Overall, it can be concluded that brand image, positive reviews from others, promotions on social media, and system quality are the main factors influencing consumers' interest in using Iziloh. However, some previous studies found consistency in findings over potential variable factors. First, the E-WOM pathway to purchase intention shows differences of opinion among researchers. Several researchers (Asnawati et al., 2022; Munandar, 2022; Saraswati & Giantari, 2022) found that E-WOM positively influences purchase intention. However, other researchers (Astuti & Rahmawati, 2023; Badir & Andjarwati, 2020; Bahi, 2020) argue otherwise that E-WOM does not affect purchase intention. Second, Hanjaya et al. (2019) and Park et al. (2022) found that system quality affects purchase intention for the system quality pathway to purchase intention. However, research by Fachri et al. (2021) shows a different result, where system quality does not significantly influence purchase intention. Third, the social media marketing pathway to purchase intention is strongly supported by researchers (Dedi, 2021; Frimayasa & Nasution, 2022; Hanaysha, 2022; Pop et al., 2022) who all found that marketing through social media has a positive influence on purchase intention. Fourth, in the context of E-WOM to brand image, Farzin & Fattahi (2018) and Kala & Chaubey (2018) found that E-WOM affects brand image. However, research by Wijaya and Annisa (2020) shows a different result.

Fifth, the system quality pathway to the brand image is supported by some research (Avidha & Budiarmo, 2020; Erkmen & Turegun, 2022; Manurung & Siagian, 2021) which found that system quality has a positive influence on brand image. Lastly, for the Brand image pathway to purchase intention, some researchers (Siregar et al., 2022; Tannady et al., 2022) found that brand image affects purchase intention. However, studies show different results, such as those conducted by (Agustin et al., 2021 Bahalwan & Indayani, 2020 Purnamawati et al., 2022 and Wijaya & Annisa, 2020). From all these findings, it can be seen that although some pathways receive strong support from various studies, there are still differences of opinion among researchers regarding the influence of several factors on purchase intention and brand image. The urgency to research these variables has become increasingly high, given the importance of understanding the factors influencing consumer decisions in the business world, especially in today's digital era. Understanding the dynamics between E-WOM, system quality, social media marketing, brand image, and purchase intention can help companies design more effective marketing strategies.

Based on the explanation of the background of the problem above, the differences in research findings, and the results of the pre-survey conducted by the researchers, the researcher is interested in researching, examining, and reconfirming the relationship of each variable in different situations and conditions that are more or less the same by making Iziloh consumers as the subject of research and taking the title "Examining The Influence of E-WOM, System Quality, and Social Media Marketing on The Purchase Intentions of IZILOH Online Laundry Consumers: The Mediating Role of Brand Image".

## **II. LITERATURE REVIEW**

### **Consumer Behavior**

Consumer behavior refers to a series of actions, processes, and social interactions by individuals, groups, or organizations when acquiring and using products, services, or other resources influenced by their experiences with these items (Schiffman & Wisenblit, 2015). It involves individual decisions in utilizing resources such as time, money, and effort to purchase consumer goods, including what is bought, the reasons for buying, when and where purchases are made, and how often the items are used (Ardani, 2022). Essentially, consumer behavior is a series of actions related to acquiring products to meet needs, with human behavior being complex and challenging to explain merely in words. Analyzing consumer behavior forms a crucial foundation in marketing management. Planning and marketing strategies should be built based on understanding target consumers (Putri et al., 2022). Kotler and Keller (2016) define consumer behavior as analyzing how individuals, groups, and organizations choose, buy, use, or disregard goods, services, ideas, or experiences to satisfy their needs and desires. Hutagalung and Rachman (2023) interpret consumer behavior as the analysis of how individuals, groups, and organizations make decisions about selecting, purchasing, using, or rejecting goods, services, ideas, or experiences.

Fitri and Basri (2021) emphasize that consumer behavior involves individual actions in searching, buying, using, evaluating, and deciding about products, services, and ideas. Meanwhile, Sadikin and Widiawati (2022) define consumer behavior as individuals actively acquiring and using economic goods and services, including the decision-making processes that precede and direct these actions. Consumer behavior encompasses the entire process experienced by consumers when making decisions about what, where, when, and how they buy, which is an ongoing process (Irwansyah, 2021). From these various perspectives, consumer behavior can be summarized as a collection of activities, actions, and psychological processes that influence an individual's actions before, during, and after purchase, including the stages of evaluating products and services. Sitanggang and Sitanggang (2021) identify several factors influencing consumer behavior, including cultural aspects, social groups, personal and psychological factors, and buying behavior. Cultural factors range from values, norms, and beliefs instilled from an early age through family, religion, education, and cultural experiences, influencing individuals' views on products and brands and their consumption behavior. For example, culture can determine food preferences, dressing styles, or vehicle choices. Social groups also play a significant role in consumer behavior. Individuals are often influenced by their groups, such as family, friends, coworkers, and others. The opinions and views of these groups often influence individual consumption decisions, such as the tendency to try products liked by friends.

Personal factors, including age, gender, education, occupation, income, and marital status, influence consumer preferences and needs (Peter & Olson, 2017). For example, what is needed by teenagers can be very different from the needs of adults. Psychological aspects, which include perception, motivation, attitudes, and learning, determine how consumers view and choose products. Perceptions of brands, shopping motivations, experiences, and learning from previous interactions with products or brands can influence consumption decisions. Buying behavior includes the process from product awareness to purchase. Factors like promotions, price, product availability, and shopping experience influence purchasing decisions (Setiadi, 2019). Company marketing tactics and communication also play a role in this buying behavior. Simarmata et al. (2021) describe various consumer buying behaviors, including complex buying behavior, where consumers are highly involved in product selection and notice significant differences between brands. Dissonance-reducing buying behavior occurs when customers choose with high involvement but little difference between brands. Habitual buying behavior, where consumers have low involvement and little difference between brands, leads to routine purchases. Lastly, variety-seeking buying behavior occurs when consumers with low involvement seek variety and frequently switch brands.

### **Purchase Intention**

Aprilisya et al. (2017) define purchase intention as the desire to own a product, influenced by its quality, merits, and supporting information about its existence. Sianturi et al. (2022) view consumer purchase intention as their willingness to buy a specific product or service within a certain timeframe. This intention is an initial step preceding the purchase decision and is influenced by various factors, including stimuli that arise and comparisons between products and companies. Wulandari et al. (2021) describe purchase interest as the initial stage before executing a purchasing decision, where buying from the consumer's side and selling from the producer's side unite to form profitability. Wiratama and Sulindawati (2022) differentiate between behavioral intention and behavior itself. Intention is the desire to perform a behavior, while behavior is the actual action undertaken. They also emphasize that intentions can change over time.

Saputra and Erowati (2021) state that humans consider the implications of their actions before deciding to act. Somba et al. (2018) define behavioral intention as consumer loyalty behavior, recommending a company based on good services received. Yi (2023) interprets behavioral intention as a condition where customers have a loyal intention or attitude towards a brand, product, and company and are willing to share the product's advantages with others. Tao et al. (2018) explain that behavioral intention determines the likelihood of consumers performing specific actions in the future, such as providing positive word of mouth or having repeat purchase intentions. Kotler and Keller (2016) state that consumer purchase interest in a brand arises from the formation of preferences among all available brands. Hanjani and Widodo (2019) add that consumers' desire to buy a product is based on self-confidence and the ability to purchase. Wiwoho and Riptiono (2022) define purchase intention as a form of consumer behavior wanting to buy or choose a product based on their experience, usage, and desire.

### **Electronic Word of Mouth**

According to Kotler and Armstrong (2018), E-WOM (Electronic Word of Mouth) refers to the act of communication by individuals in oral, written, or electronic form, relating to their positive or negative experiences when purchasing or using products and services. It is also a part of a communication strategy expected to spread information to other consumers. With the advent of information technology and the internet, E-WOM has become an online communication channel allowing information exchange without geographical or time constraints (Kudeshia & Kumar, 2017). Research by Cheung and Thadani (2012) highlights that E-WOM communication is fast in disseminating information and easily accessible. E-WOM can occur through various platforms such as blogs, emails, discussion forums, online communities, chat rooms, survey sites, and social media (Bataineh, 2015). E-WOM is a significant factor influencing consumer purchase intentions, especially in online business contexts like Iziloh Online Laundry (Bulan & Chandra, 2021). Positive reviews, recommendations from friends or family, and testimonials from other consumers on social media or other platforms increase trust and influence consumers' decisions to use these services. E-WOM can indicate credibility and reliability in industries like online laundry, where service quality is a primary focus (Rouibah et al., 2021). Wibowo and Wulandari (2022) indicate that E-WOM influences purchase intentions and plays a crucial role in brand loyalty formation. Satisfied customers tend to give positive reviews, encouraging new customers to try the brand. However, negative E-WOM can damage reputation and reduce purchase intentions (Sood, 2021). Therefore, Iziloh Online Laundry needs to monitor and respond to E-WOM actively.

E-WOM has become an effective and efficient marketing tool in today's digital era. For Iziloh Online Laundry, leveraging E-WOM through referral programs or social media campaigns can increase purchase intentions and sales. Data analysis from E-WOM also provides insights into consumer needs and preferences, which can be used to improve services and marketing strategies. E-WOM plays a crucial role in shaping and influencing brand image (Armawan et al., 2023b). Reviews, testimonials, and recommendations from consumers who have used the service offer a realistic picture of a brand's quality and reliability. In the context of Iziloh Online Laundry, positive reviews and recommendations from satisfied consumers can enhance positive perceptions of the brand, strengthening its image as a reliable and quality online laundry service provider (Alhulail et al., 2018).

On the other hand, negative E-WOM can quickly damage a brand's image. Unaddressed negative reviews or complaints can spread on social media, creating a negative perception of the brand (Tenreng et al., 2019). Iziloh Online Laundry needs to monitor E-WOM and respond promptly and professionally, showing its commitment to customer satisfaction (Winarno, 2017). E-WOM also affects brand awareness (Fatmawati & Fauzan, 2021; Marliya & Tafiprios, 2023). The more consumers speak positively about Iziloh Online Laundry; the more people will become aware of and consider its services. E-WOM can be an effective organic marketing tool, promoting the brand through word-of-mouth recommendations in a digital environment (Rizan et al., 2020). Therefore, Iziloh Online Laundry should provide satisfying services, encouraging consumers to speak positively about the brand. Thus, the hypotheses in this research are:

- H1. E-WOM has a positive and significant influence on the purchase intention of Iziloh Online Laundry consumers.
- H4. E-WOM positively and significantly influences the brand image of Iziloh Online Laundry consumers.

### **System Quality**

System quality is characterized as the extent to which users feel that a system is easy to operate, connect with, learn, and enjoyable to use (Al-rahmi et al., 2021). Information quality is the degree to which users consider information from online learning to be accurate, comprehensive, timely, organized, and updated (Isaac et al., 2019). McKnight et al. (2017) define system quality as the extent to which system users believe it to be user-friendly, easy to learn, connectable, and enjoyable. System quality is an essential factor influencing online business user satisfaction and purchase intention (Aufegger et al., 2021). In the context of Iziloh Online Laundry, aspects such as website or app loading speed, ease of navigation, transaction security, and features that facilitate the ordering and payment process are important (Diana et al., 2020). An easy, responsive, and secure system enhances consumer comfort for transactions, leading to increased purchase intentions (Prastiwi et al., 2019).

Conversely, poor system quality can hinder service usage. Technical issues like website disruptions, long loading times, or complicated ordering processes might drive consumers to seek alternatives (Nugraha et al., 2022). In a competitive industry, superior system quality can be a critical differentiating factor. Iziloh Online Laundry should focus on technology and infrastructure investment to ensure their systems meet or exceed consumer expectations (Fahmi, Kostini et al., 2022). Additionally, system quality affects not only purchase intention but also brand loyalty. Positive experiences with the system increase the likelihood of consumers returning to use the service and recommending it to others, contributing to positive E-WOM (Fahmi, Novel et al., 2022; Jiang, 2022). This underscores the importance of maintaining high system quality to build long-term consumer relationships. System quality often reflects the brand image in online businesses (Prahiawan et al., 2022). An efficient, user-friendly, and secure system indicates the brand's professionalism and commitment to customer satisfaction. For Iziloh Online Laundry, a smooth system that provides a satisfying user experience can enhance the brand image as a reliable and high-quality online laundry service provider (Qing & Jin, 2022).

Conversely, poor system quality can damage the brand image (Treiblmaier & Garaus, 2023). Technical errors or security issues can create negative perceptions of the brand. In the digital era, where information spreads rapidly, incidents related to poor system quality can have long-term negative impacts on brand reputation. Therefore, Iziloh Online Laundry should invest in technology and infrastructure that ensures high system quality and has a support team ready to respond to and address emerging issues (Dong & Li, 2022). Finally, system quality also affects customer loyalty, which influences brand image. User satisfaction with their experience encourages repeat use and recommendations. Sound system quality strengthens the brand image and promotes brand awareness and customer loyalty (Hanjaya et al., 2019). Investment in system quality by Iziloh Online Laundry can yield long-term benefits in reputation and business growth. Therefore, the hypotheses in this research are:

- H2. System quality has a positive and significant influence on the purchase intention of Iziloh Online Laundry consumers.

- H5. System quality has a positive and significant influence on the brand image of Iziloh Online Laundry consumers.

### **Social Media Marketing**

Kotler et al. (2022) describe social media marketing as a digital marketing strategy that utilizes social media platforms to communicate between consumers and companies, where they can share messages, images, sounds, and videos. Andriani and Putra (2019) define social media marketing as part of marketing that uses online applications to facilitate interaction, collaboration, and content sharing in the social media environment. Amin and Khan (2021) interpret social media marketing as marketing activities conducted by business organizations in the virtual world or online networks. Thus, social media marketing involves using social media and online platforms to facilitate interaction between companies and consumers and promote products or services.

Social media marketing, particularly among the younger generation active on social media, has proven effective in increasing brand awareness and purchase intention (Panjaitan, 2022). For Iziloh Online Laundry, a strong presence on social media platforms like Instagram, Facebook, or TikTok allows them to reach a wider audience, showcase customer testimonials, and promote special offers. Engaging and relevant content is crucial in influencing consumers' perceptions of the brand and encouraging them to try the services (Alarçin & Kırçova, 2020). Kasmoo et al. (2018) emphasize the importance of online promotion in enhancing business sustainability and selling products more widely. Active and responsive interaction on social media can strengthen relationships with consumers and increase their trust in the brand (Nadlifatin et al., 2021). Direct communication with consumers through comments and private messages demonstrates Iziloh Online Laundry's attention to customer needs and feedback. Social media marketing that involves influencers or public figures can also increase the credibility and reach of the brand (Simbolon & Law, 2022). Iziloh Online Laundry must ensure its social media marketing strategy is authentic and aligns with brand values. Consumers can easily recognize inauthentic content or overly aggressive promotions. A sincere, transparent, and customer-oriented approach is more likely to yield positive results regarding purchase intention and brand loyalty.

Social media marketing has great potential in building and strengthening brand image (Bushara et al., 2023). Iziloh Online Laundry's active presence on social media platforms allows them to showcase their identity, interact with consumers, and feature testimonials or success stories. Engaging and creative content helps build a positive brand image (Khamaludin et al., 2021). Authentic and responsive interaction on social media enhances consumer trust and loyalty (Salhab et al., 2023). Responding to queries and feedback quickly and professionally shows Iziloh Online Laundry's commitment to customer satisfaction. However, incorrect strategies or inauthentic content risk damaging the brand image, so caution is necessary (Pamartaningtyas et al., 2021). Finally, social media marketing allows brands to listen to and understand their consumers. Through social media interactions, Iziloh Online Laundry can gain insights into consumer desires (Putra & Aristana, 2020). Understanding consumer needs and preferences allows for strategy adjustments, strengthening the brand image and market position. Therefore, the hypotheses in this research are:

- H3. Social Media Marketing has a positive and significant influence on the purchase intention of Iziloh Online Laundry consumers.
- H6. Social media marketing has a positive and significant influence on the brand image of Iziloh Online Laundry consumers.

### **Brand Image**

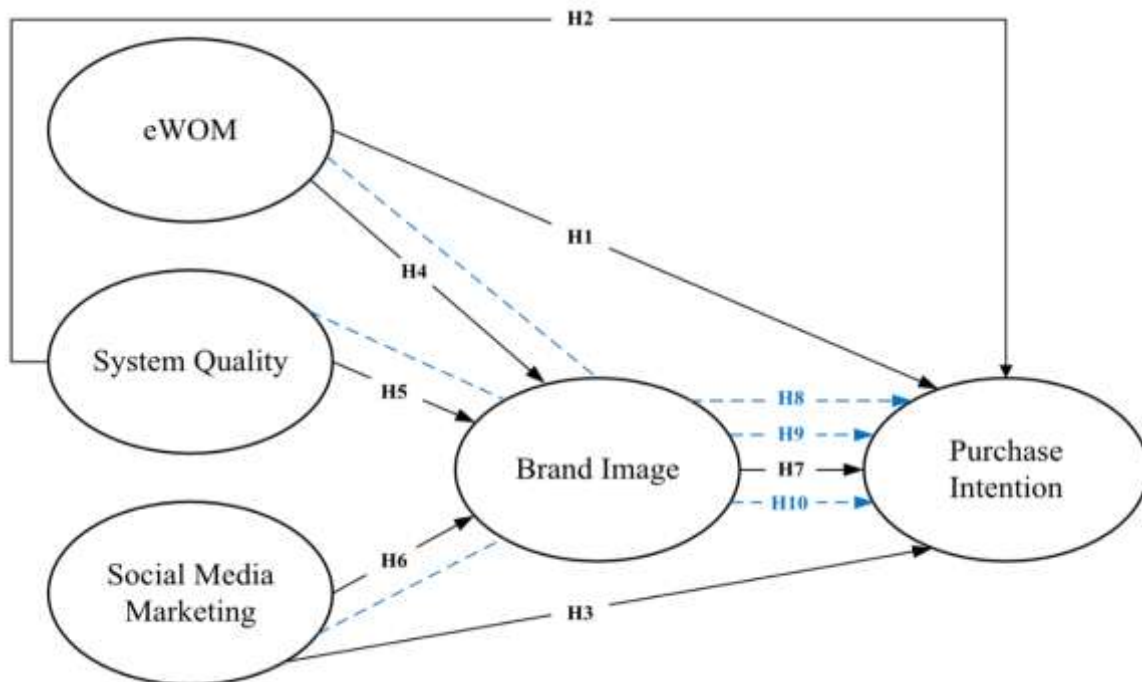
Brand image is consumers' perception and view of a brand after experiencing it, as stated by Mahaputra & Saputra (2022). It is reflected in the consumer's mind through various elements, including preferences, strengths, and unique characteristics associated with the brand, as outlined by Mitra and Jenamani (2020). In the context of brand image definition, it is explained that brand image is a series of associations that arise in the consumer's mind when they recall a particular brand. These associations can include specific thoughts and images related to the brand, emerging when consumers think of it. Brand image encompasses perceptions and beliefs about various associations linked to the brand in each consumer's mind, as Hernikasari et al. (2022)

revealed. Brand image, or brand image, is a set of brand associations formed and embedded in the customer's mind. Customers accustomed to using a brand tend to have consistency with that brand image (Rusmahafi & Wulandari, 2020). Brand image is crucial in consumer purchase decisions (Özcan & Elçi, 2020). A positive brand image can foster trust and confidence in consumers about the quality and reliability of products or services. In the case of Iziloh Online Laundry, consumers are likely to choose its services over competitors if the brand is perceived as a trustworthy, quality, and reputable online laundry service provider (Lievens & Slaughter, 2016). This awareness is one of the critical characteristics in realizing innovation (Wulandari & Koe, 2021). Trust in a digital context is vital for building brand trust and driving customer purchase interest (Susanti & Wulandari, 2021).

A strong brand image influences initial purchase decisions, loyalty, and repeat purchases (Tsabitah & Anggraeni, 2021). Consumers with a positive perception of Iziloh Online Laundry will likely use and recommend their services again. A good brand image can also reduce consumer doubts about purchasing, especially in industries like online laundry, where service quality is crucial (Bilgin & Kethüda, 2022). Even with dissatisfaction regarding some factors, a strong brand image can still drive sales (Wulandari & Muharram, 2021). Brand image is formed through marketing or promotion and real consumer experiences with the service. For Iziloh Online Laundry, this means providing services that meet or exceed consumer expectations to ensure a positive and consistent brand image, influencing consumer purchase intentions and ensuring long-term success. E-WOM, including reviews, recommendations, and testimonials, directly impacts consumer perceptions of the brand (Rakhmawati et al., 2021). Positive reviews can enhance brand image, while negative reviews can damage it. A positive brand image increases consumer trust and influences purchase intentions (Rinaldi & Putra, 2022). The brand image acts as a mediating variable linking E-WOM with purchase intention. Although E-WOM can directly influence purchase intentions, brand image strengthens or weakens this relationship (Welsa & Lukitaningsih, 2020). Brands with a strong image may be less affected by negative reviews, while those with a weak image are more vulnerable. Brand image can moderate the effect of E-WOM on purchase intention, ensuring consumer perceptions remain positive despite negative reviews (El-Sa'ud et al., 2019).

Social media marketing directly influences brand image (Bushara et al., 2023). Practical social media marketing activities can build a positive perception of the brand. For instance, engaging content and quick responses from Iziloh Online Laundry on social media can enhance the brand image as a reliable and customer-oriented service provider (Lou & Yuan, 2019). A positive brand image can increase purchase intention. Consumers tend to choose brands they know and trust, and a positive brand image strengthens the relationship between social media marketing efforts and consumer purchase decisions (Azhar et al., 2023). Although social media marketing directly influences purchase intention, the presence of brand image as a mediator indicates that this relationship is more complex. Marketing strategies should ensure that marketing efforts align with the brand image they aim to build and strengthen. Therefore, the hypotheses in this research are as follows:

- H7. Brand image has a positive and significant influence on the purchase intention of Iziloh Online Laundry consumers.
- H8. Brand image mediates the influence between E-WOM and the purchase intention of Iziloh Online Laundry consumers.
- H9. Brand image mediates the influence between system quality and purchase intention of Iziloh Online Laundry consumers.
- H10. Brand image mediates the influence between social media marketing and the purchase intention of Iziloh Online Laundry consumers.



**Figure 1. Conceptual Framework**

### **III. METODOLOGY**

#### **Research Design**

This research adopts a quantitative approach with a causal design to analyze the influence of E-WOM, system quality, and social media marketing on consumers' purchase intention using Iziloh Online Laundry services, taking into account the role of brand image as a mediating variable. Data is collected through an online survey utilizing a structured questionnaire distributed via Google Forms. The survey focuses on variables such as E-WOM, system quality, social media marketing, brand image, and purchase intention, employing a Likert scale to assess respondents' responses. The variables in this study are operationalized based on established definitions, and the analysis of the relationships among variables is conducted using the Partial Least Squares (PLS) technique, which is included in Structural Equation Modeling (SEM) (Ringle et al., 2022). The study evaluates the model in two stages: testing validity and reliability in the outer model (measurement model) and hypothesis testing and mediation analysis in the inner model (structural model). The analysis involves assessing validity, testing reliability using Cronbach's Alpha and Composite Reliability, structural path analysis, and testing mediation effects. The PLS technique is chosen for its ability to handle non-normal data and ease exploring and confirming relationships among variables (Sarstedt & Cheah, 2019). This methodological approach aims to test and understand the dynamics of the influence of E-WOM, system quality, and social media marketing on purchase intention, as well as the role of brand image as a mediator in the business context of Iziloh Online Laundry. This research provides comprehensive and systematic insights into how various elements of digital marketing and service quality influence consumer perceptions and purchasing decisions in the online service industry.

#### **Unit Analysis**

In this research, the approach to determining the population and sample is based on principles put forth by Sekaran and Bougie (2019). This study's population consists of online laundry service consumers who are familiar with Iziloh in the DKI Jakarta area. This population includes a group of people who meet specific criteria, and it is from this group that a sample is drawn for research purposes. Considering practical limitations such as time, funds, effort, and the vast number of the population, this study chooses to use a sample as a subgroup of the population. The sample must be representative so that the research results can reflect the characteristics of the entire population. The sampling technique used is non-probability sampling, specifically purposive sampling, as not all population members have characteristics relevant to the phenomenon under study.



Purposive sampling is chosen to establish specific criteria in the selection of samples. These criteria include status as residents of DKI Jakarta and knowledge of Iziloh's online laundry services. Following the guidelines provided by Sarstedt et al. (2019), the sample size in PLS-SEM analysis should be large enough to support the reliability of the results. Therefore, the maximum number of questionnaires to be distributed is 370 respondents, while the minimum number is 185. This number is calculated based on the maximum formative indicators used to measure a single construct or the maximum number of structural paths directed at a particular construct in the structural model. The determined sample size is designed to ensure validity and reliability in SEM analysis. This approach allows the researcher to gain in-depth and relevant insights into consumer behavior towards Iziloh's services and ensure that the research results are reliable and valid.

**Operational Variable**

Table 1 shows the measurement items adapted by Kotler and Armstrong (2016) for purchase intention, Mahaputra and Saputra (2022) for brand image, Luthfiyatillah et al. (2020) for E-WOM, Tam and Oliveira (2016) for system quality, and Andriani and Putra (2019) for social media marketing, aims to analyze the influence of E-WOM, system quality, and social media marketing on the purchase intentions of consumers using Iziloh Online Laundry services, involving brand image as a mediating variable. This variable's Purchase intention is measured through consumers' attention, curiosity, interest, and desire towards Iziloh's products or services, as well as their intention to purchase in the near future. Based on the perspective of Mahaputra and Saputra (2022), brand image is measured through the company's popularity and credibility, characteristics of individual users, and product attributes and benefits. As defined by Luthfiyatillah et al. (2020), E-WOM is measured through the intensity of information access on social media, the number of reviews received, positive and negative comments, price data, and quality information of products available on social media. System quality, referred to by Tam and Oliveira (2016), is measured based on system availability, transaction processing speed, response time, system error rate, recovery after failure, and security aspects such as access control and data encryption. Social media marketing, following the framework of Andriani and Putra (2019), is assessed based on engaging and informative content and the level of interactivity with the audience, including responses to comments and inquiries. By integrating these variables, the research aims to better understand how E-WOM, system quality, and social media marketing can influence brand image and, ultimately, consumer purchase intentions for Iziloh's online laundry services.

**Table 1. Measurement Item(s)**

Variabel	Dimension	Indicators	
Purchase Intention	Attention	Attention to the product	I am concerned about the products or services from Iziloh.
		Curiosity about the product	I am curious about the products or services from Iziloh.
	Interest	Interest in the product	I am interested in the products or services from Iziloh.
		Social environment references	I am interested in recommending Iziloh's products or services to my social environment.
	Desire	Thinking about the product	I think about the products or services from Iziloh.
		Discussing the product which leads to desire	I discuss Iziloh's products or services, which leads to a desire.
Action	Decision to purchase the product	I am interested in deciding to purchase Iziloh's products or services.	
	Intention to purchase in the near future	I intend to use Iziloh's products or services in the near future.	
Brand Image	Corporate Image	Company's popularity	I believe that the Iziloh brand is widely known by the public.
		Company's credibility	I am confident in the business ethics of the Iziloh brand.
	User Image	Characteristics of individual	I feel that the users of Iziloh's products or

Variabel	Dimension	Indicators	
E-WOM	Product Image	users	services are from the upper-middle-income community.
		Lifestyle of users	I feel that the users of Iziloh's products or services have a lifestyle that aligns with my values.
		Product attributes	I believe that Iziloh's products or services are of superior quality.
		Product benefits	I find the benefits I get from Iziloh's products or services very valuable.
	Intensity	Frequent access to information through social media websites	I often visit Iziloh's social media pages to get the latest updates.
		Number of reviews received from social media website users	I receive many reviews or comments from other users about Iziloh's products or services on social media.
	Valence of Opinion	Positive comments made by social media users	I often find positive comments from other users about Iziloh's products or services on social media.
		Negative comments originating from social media users	I sometimes find negative comments about Iziloh's products or services on social media platforms.
	Content	Product pricing data	I have access to pricing information for Iziloh's products or services on various social media sources.
		Information about product quality	I can easily find information about the quality of Iziloh's products or services on social media.
System Quality	Availability	System Uptime	Iziloh strives to keep its system available 24/7 to meet user needs.
		Level of Disruption	Iziloh has a low system outage rate, so users rarely experience discomfort.
	Performance	Transaction Processing Speed	Iziloh has a very efficient time in processing transactions in the system.
		Response Time	Iziloh's system can respond to user input almost instantly, providing a smooth user experience.
	Reliability	System Error Rate	Iziloh regularly monitors and reduces the error rate in the system to ensure data and process reliability.
		Recovery after Failure	Iziloh has a strong recovery procedure and has quickly overcome system failures in previous cases.
	Security	Access Control	Iziloh has a strict access control system that ensures that only individuals with the right permissions can access data and systems.
		Data Encryption	Iziloh stores data in a system encrypted with strong techniques, so even if there is a data security breach, it remains protected.
Social Media Marketing	Entertainment	Engaging Content	Iziloh constantly creates content that hypnotizes the audience and makes them want to know more about the Iziloh brand.
		Captivating Content with Images and Videos	Iziloh actively uses attractive images and videos in content to ensure the Iziloh message is well received.
	Informative	Useful Content	Iziloh always strives to provide solutions and knowledge to the audience through informative Iziloh content.
		Accuracy of Information	Iziloh realizes that audience trust heavily depends on the accuracy of the information

Variabel	Dimension	Indicators
	Interactive	<p>Level of Interaction conveyed by Iziloh. Iziloh has an audience actively engaged in conversation, reflected in the many responses Iziloh receives.</p> <p>Response to Comments and Questions Iziloh makes it a priority to respond quickly to audience comments and questions to keep the dialogue open.</p>

#### IV. RESULT

##### Descriptive Analysis

The data for this research was obtained from a questionnaire distributed online to research subjects and successfully collected from 287 respondents who met the minimum sample criteria. The data from the analysis, based on place of residence, gender, age, last education, and average monthly income, can be viewed in Table 2 below. Based on the screening results, of the total 287 respondents who completed the questionnaire, when asked "Are you a resident of DKI Jakarta?" 278 respondents (97%) answered "Yes", while the remaining 9 respondents answered "No". The subsequent question, "Are you aware of the online laundry service Iziloh?" received the highest number of "Yes" responses from 263 respondents (95%), and the remaining 15 respondents (5%) answered "No". From Table 2, it is evident that the majority of the respondents' residence is "DKI Jakarta", with 229 respondents (87%). It can be concluded that most respondents reside in DKI Jakarta. This could be due to the research being specifically designed to study the behavior and preferences of consumers in the Jakarta area, leading to more intensive questionnaire distribution in this region. Additionally, the "Iziloh" brand or service under study has a stronger presence or is more active in the DKI Jakarta area, attracting more people from this region as customers or respondents in this study.

From Table 2, it is observed that the majority of the respondents' gender is dominated by "Female" with 174 respondents (66%). It can be inferred that most respondents are female. This may be because the research specifically targeted women as the primary target group, as the online laundry service Iziloh has a significant market share among women, or because the study focuses on aspects more related to women's use in the context of online laundry. Moreover, specific marketing efforts or effective sample recruitment to involve women in this study could also influence these results. Regarding age, it is noted that the majority of respondents' ages are dominated by "24 - 39 Years (Millennials)" with 147 respondents (56%). It can be concluded that most respondents are aged 24 - 39 Years (Millennials). This might be because the study focuses on the millennial generation as a highly relevant demographic group in the context of online laundry services. This generation tends to be active in using technology and internet-based services, including online laundry. Additionally, millennials often have better access to the internet and social media, making them more likely to participate in research using online platforms. The highest education level is dominated by "Bachelor's Degree (S1)" with 130 respondents (49%). It can be concluded that most respondents' highest education level is a Bachelor's Degree. This could be because the study deliberately chose respondents with a bachelor's degree as it explores more complex topics that might require a deeper understanding in the context of business and technology. Furthermore, a bachelor's degree is often associated with higher technology mastery and literacy, which may make respondents more inclined to use online services like online laundry.

**Table 2. Respondents' Profile**

Respondent Characteristics	Distribution (%)	
<b>Place of Residence</b>		
DKI Jakarta	229	87%
Outside DKI Jakarta	34	13%
<b>Total</b>	<b>263</b>	<b>100%</b>
<b>Gender</b>		
Male	89	34%
Female	174	66%
<b>Total</b>	<b>263</b>	<b>100%</b>
<b>Age</b>		

8 - 23 Years (Gen Z)	95	36%
24 - 39 Years (Millennial)	147	56%
Above 40 Years (Gen X)	21	8%
<b>Total</b>	<b>263</b>	<b>100%</b>
<b>Current / Last Education</b>		
High School / Vocational School	72	27%
D3 (Diploma)	17	6%
S1 (Bachelor)	130	49%
S2 (Master)	32	12%
S3 (Doctorate)	12	5%
<b>Total</b>	<b>263</b>	<b>100%</b>
<b>Employment Status</b>		
Student	84	32%
Private Employee	152	58%
Entrepreneur	21	8%
Civil Servant	6	2%
<b>Total</b>	<b>263</b>	<b>100%</b>
<b>Average Monthly Income</b>		
up to 2 million	0	0%
Rp.2,000,000 – Rp.3,000,000	4	2%
Rp.3,000,000 – Rp.5,000,000	54	21%
Rp.5,000,000 – Rp.10,000,000	172	65%
> Rp.10,000,000	33	13%
<b>Total</b>	<b>263</b>	<b>100%</b>

The employment status of respondents is dominated by "Private Employee" with 152 respondents (58%). It can be inferred that the majority of the respondents are private employees. This might be because the study specifically targets the private sector worker group as they are considered the most relevant demographic for the online laundry services offered by Iziloh. Additionally, workers in the private sector often have busy schedules, and therefore, they might be potential users of online laundry services that simplify their daily lives. The Average Monthly Income of respondents is dominated by incomes in the range of "Rp.5,000,000 – Rp.10,000,000" with 172 respondents (65%). It can be concluded that the majority of respondents' Average Monthly Income falls within Rp.5,000,000 – Rp.10,000,000. This could be because the study intentionally targets respondents with incomes in this range, as they are considered the most relevant market segment in the context of the online laundry services being studied. Moreover, the respondents' income in this range may reflect a payment capability that aligns with the rates of online laundry services, making them potential customers.

### Measurement Model Evaluation

The evaluation of the measurement model utilized the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This method is preferred for its dual capacity to assess validity and reliability effectively. The outer model plays a key role in elucidating the relationships between the indicators and the latent constructs. For convergent validity, the accepted norm is that outer loading values should be above 0.70. However, there is also an argument to be made that a reflective indicator loading above 0.50 can be considered adequate. In this study, it was found that all item loadings exceeded 0.7 with p-values less than 0.05, which strongly supports the validity of the indicators. Additionally, the average variance extracted (AVE) values are crucial for converging validity, which should be over 0.5 to indicate that the latent variables explain more than half of the variance of the reflective indicators. The AVE values in this study have all surpassed this benchmark. Adopting this rigorous method for assessing the measurement model with PLS-SEM underpins the precision and dependability of the study's outcomes.

**Table 3. Measurement Model Results**

Variables	Items	Outer	Validity Evaluation		Reliability Evaluation		
			AVE	Cross Loadings	Fornell Larcker	CA	CR

		Loadings			X1	X2	X3	Y1	Y2	X1	X2	X3	Y1	Y2	(rho_a)	(rho_c)
eWom (X1)	X1.1	0.791	0.530	<b>0.791</b>	0.567	0.651	0.666	0.626	<b>0.798</b>					0.830	0.849	0.871
	X1.2	0.726		<b>0.726</b>	0.481	0.651	0.607	0.485								
	X1.3	0.781		<b>0.781</b>	0.537	0.725	0.667	0.556								
	X1.4	0.671		<b>0.671</b>	0.390	0.530	0.343	0.327								
	X1.5	0.713		<b>0.713</b>	0.359	0.582	0.389	0.352								
	X1.6	0.676		<b>0.676</b>	0.343	0.560	0.394	0.373								
System Quality (X2)	X2.1	0.757	0.644	0.443	<b>0.757</b>	0.418	0.481	0.452	0.634	<b>0.802</b>				0.921	0.924	0.935
	X2.2	0.796		0.465	<b>0.796</b>	0.449	0.448	0.483								
	X2.3	0.778		0.464	<b>0.778</b>	0.440	0.416	0.488								
	X2.4	0.854		0.538	<b>0.854</b>	0.535	0.498	0.529								
	X2.5	0.79		0.455	<b>0.790</b>	0.475	0.492	0.544								
	X2.6	0.838		0.594	<b>0.838</b>	0.630	0.574	0.521								
	X2.7	0.797		0.606	<b>0.797</b>	0.612	0.603	0.610								
	X2.8	0.803		0.467	<b>0.803</b>	0.493	0.483	0.525								
Social Media Marketing (X3)	X3.1	0.828	0.568	0.652	0.554	<b>0.828</b>	0.617	0.516	0.757	0.639	<b>0.854</b>			0.856	0.895	0.886
	X3.2	0.828		0.620	0.564	<b>0.828</b>	0.698	0.581								
	X3.3	0.839		0.656	0.613	<b>0.839</b>	0.743	0.683								
	X3.4	0.611		0.657	0.313	<b>0.711</b>	0.386	0.290								
	X3.5	0.68		0.715	0.333	<b>0.780</b>	0.387	0.298								
	X3.6	0.706		0.728	0.363	<b>0.706</b>	0.393	0.318								
Brand Image (Y1)	Y1.1	0.602	0.523	0.451	0.304	0.394	<b>0.602</b>	0.485	0.740	0.628	0.755	<b>0.823</b>		0.814	0.848	0.866
	Y1.2	0.707		0.468	0.301	0.401	<b>0.707</b>	0.505								
	Y1.3	0.704		0.480	0.360	0.398	<b>0.704</b>	0.577								
	Y1.4	0.583		0.467	0.526	0.461	<b>0.583</b>	0.414								
	Y1.5	0.856		0.642	0.630	0.757	<b>0.856</b>	0.751								
	Y1.6	0.84		0.653	0.529	0.728	<b>0.840</b>	0.711								
Purchase Intention (Y2)	Y2.1	0.591	0.551	0.440	0.325	0.402	0.561	<b>0.591</b>	0.653	0.651	0.640	0.713	<b>0.742</b>	0.881	0.886	0.906
	Y2.2	0.616		0.433	0.303	0.379	0.611	<b>0.616</b>								
	Y2.3	0.73		0.458	0.415	0.437	0.538	<b>0.730</b>								
	Y2.4	0.81		0.517	0.539	0.550	0.625	<b>0.810</b>								
	Y2.5	0.804		0.500	0.673	0.497	0.594	<b>0.804</b>								
	Y2.6	0.794		0.396	0.494	0.407	0.552	<b>0.794</b>								
	Y2.7	0.812		0.571	0.577	0.548	0.678	<b>0.812</b>								
	Y2.8	0.743		0.530	0.478	0.538	0.644	<b>0.743</b>								

For assessing discriminant validity in this research, the Fornell-Larcker criterion, Heterotrait-Monotrait ratio of correlations (HTMT), and cross-loading methods were applied. The analysis indicated that the square root of the Average Variance Extracted (AVE) for each latent variable was higher than its correlations with other latent variables, which suggests adequate discriminant validity. Nevertheless, there have been warnings that the Fornell-Larcker criterion may not always detect issues with discriminant validity and that HTMT could be a more reliable measure. In this study, the HTMT values were below the threshold of 0.85, affirming the absence of problems with discriminant validity. Reliability was evaluated using Cronbach's alpha and composite reliability values, with the benchmark suggesting that composite reliability should be  $\geq 0.7$  and Cronbach's alpha  $\geq 0.6$  for satisfactory reliability. The latent variables in this study fulfilled these thresholds, confirming the reliability of each construct. This comprehensive evaluation solidifies the integrity of the research constructs as distinct and reliable, which is critical to validate the findings of the study.

### Structural Model Evaluation

In this study, after confirming the adequacy of the measurement model, the structural model's examination was undertaken. The main objective of evaluating the structural model is to test the relationships and predictive strength among the latent variables. Assessing multicollinearity is vital to ensure that the independent variables do not have excessive correlations, where Variance Inflation Factor (VIF) values should ideally not exceed 10. The results confirmed that VIF values were below this threshold, indicating that multicollinearity did not compromise the structural model. Model fit was further appraised using the standardized root mean square residual (SRMR) and the normed fit index (NFI). A model fit is considered good when the SRMR is below 0.10 and NFI above 0.9. This study met both benchmarks, suggesting a well-fitting model. The model testing also analyzed the R-squared ( $R^2$ ) values for endogenous latent variables. The  $R^2$  values, representing the proportion of the variance for the endogenous variable that's explained by the

exogenous variables in the model, were substantial. For instance, the R-Square ( $R^2$ ) value for the brand image construct (Y1) was 0.627, indicating that 62.7% of the variance in brand image (Y1) is explained by its exogenous variables, with the remaining variance due to other factors outside the study. Similarly, the R-Square ( $R^2$ ) for the purchase intention construct (Y2) was 0.696, meaning that 69.6% of the variance in purchase intention (Y2) is explained by its exogenous variables.

Predictive relevance ( $Q^2$ ) was also assessed to establish the model's accuracy in predicting observed values. A  $Q^2$  value greater than zero signifies good predictive relevance. The study's predictive performance was then evaluated using PLSpredict. The findings revealed that the model has medium predictive power, where most indicators' PLS-SEM values were higher than those of a simple linear model, denoting a satisfactory level of predictive strength.

### **Hypothesis Testing and Findings**

The results of this study indicate that E-WOM does not significantly influence the purchase intentions of Iziloh Online Laundry consumers. With path coefficients of 0.083 nearing the value of +1, a T-Statistic of 0.935 lower than 1.96, and a p-value of 0.350 higher than 0.05, the first hypothesis (H1) regarding the influence of E-WOM on purchase intention is rejected. This suggests that increases or decreases in E-WOM do not directly affect consumers' purchase intentions. This finding contrasts with previous research that indicated a significant influence of E-WOM on purchase intentions (Bulan & Chandra, 2021; Rouibah et al., 2021; Wibowo & Wulandari, 2022). The results suggest that within the context of Iziloh Online Laundry, other factors may play a more pivotal role in influencing consumers' purchase intentions than E-WOM.

Even though E-WOM is generally considered an essential factor in influencing purchase decisions, for Iziloh Online Laundry, marketing strategies and business development may need to be directed toward other aspects that significantly influence consumer decisions. First, a greater focus on enhancing internal aspects such as service quality, customer experience, and the value offered is needed. Given that E-WOM does not directly influence their consumers' purchase intentions, exploring and enhancing internal factors that affect customer satisfaction and trust could be a more effective step. Secondly, these results suggest that Iziloh Online Laundry's marketing strategies may need to be more innovative and diverse. If E-WOM does not provide the expected impact, seeking alternative marketing approaches highlighting their service advantages could be more profitable.

Thirdly, there is an opportunity to delve deeper into understanding consumer behavior, particularly in their market. Knowing what influences consumer decisions can help Iziloh Online Laundry design offers that are more attractive and meet market expectations. Fourthly, these results show the importance of adjusting business strategies to market realities. Recognizing that what generally works in the industry may only sometimes apply to their specific case offers opportunities for innovation and strategy adjustment to meet their market needs better. Finally, Iziloh Online Laundry must realize the importance of building and maintaining a solid brand image that only partially relies on E-WOM. This ensures that every aspect of their service, from quality to customer interaction, consistently reflects the value and excellence of their brand. Therefore, a more integrated and holistic approach in marketing strategy and business development, aligning with the specific dynamics of their market and consumer behavior, may be vital in enhancing purchase intentions and long-term success for Iziloh Online Laundry.

Further findings show that system quality directly and significantly influences the purchase intentions of Iziloh Online Laundry consumers, carrying important implications for this business. With path coefficients of 0.232, a T-Statistic of 3.583 higher than 1.96, and a p-value of 0.000 lower than 0.05, it can be concluded that system quality positively influences purchase intentions. The acceptance of the second hypothesis (H2) indicates that higher system quality increases consumers' purchase intentions by 0.232. These findings are in line with previous research by Aufegger et al. (2021), Diana et al. (2020), and Prastiwi et al. (2019), which also found a significant influence of system quality on purchase intentions. This shows that system quality is a critical element that should be noticed in Iziloh Online Laundry's business strategies and marketing. Therefore, investment in technology is crucial. A focus on system improvements, including website loading speed, transaction security, and ease of navigation, will directly affect consumer purchase decisions. An efficient and reliable system will strengthen consumer trust in their services. Furthermore, a better user experience should be

a priority. A positive experience when using online systems, whether in terms of speed or ease of use, will enhance consumer satisfaction and motivate them to purchase. It is also essential for Iziloh Online Laundry to leverage these findings in its marketing strategy. Emphasizing the reliability and efficiency of their system in marketing communications could be an effective way to attract new consumers and retain existing ones. Additionally, a high-quality system can be a significant differentiator from competitors.

**Table 4. Hypothesis Testing**

<b>Direct Path</b>	<b>Original sample (O)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Hipotesis</b>	<b>Kesimpulan</b>
eWom (X1) -> Purchase Intention (Y2)	0.083	0.935	0.350	H1	Rejected
System Quality (X2) -> Purchase Intention (Y2)	0.232	3.583	0.000	H2	Accepted
Social Media Marketing (X3) -> Purchase Intention (Y2)	-0.087	0.995	0.320	H3	Rejected
eWom (X1) -> Brand Image (Y1)	0.283	2.746	0.006	H4	Accepted
System Quality (X2) -> Brand Image (Y1)	0.205	2.880	0.004	H5	Accepted
Social Media Marketing (X3) -> Brand Image (Y1)	0.382	3.563	0.000	H6	Accepted
Brand Image (Y1) -> Purchase Intention (Y2)	0.671	9.732	0.000	H7	Accepted
<b>Indirect Path</b>	<b>Original sample (O)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Hipotesis</b>	<b>Kesimpulan</b>
eWom (X1) -> Brand Image (Y1) -> Purchase Intention (Y2)	0.190	2.502	0.012	H8	Full
System Quality (X2) -> Brand Image (Y1) -> Purchase Intention (Y2)	0.138	3.194	0.001	H9	Partial
Social Media Marketing (X3) -> Brand Image (Y1) -> Purchase Intention (Y2)	0.257	3.351	0.001	H10	Full

In a competitive industry, highlighting their system's advantages can be vital to attracting and retaining a customer base. Lastly, these results indicate that system quality impacts not only one-time purchase decisions but also long-term brand image development and customer loyalty. A reliable and secure system enhances brand image and strengthens relationships with customers. Overall, these findings underline the importance of system quality in enhancing consumers' purchase intentions. Iziloh Online Laundry must integrate these system quality improvements into every aspect of its business strategy, from technology and user experience to marketing and brand development, to maximize customer satisfaction and business growth.

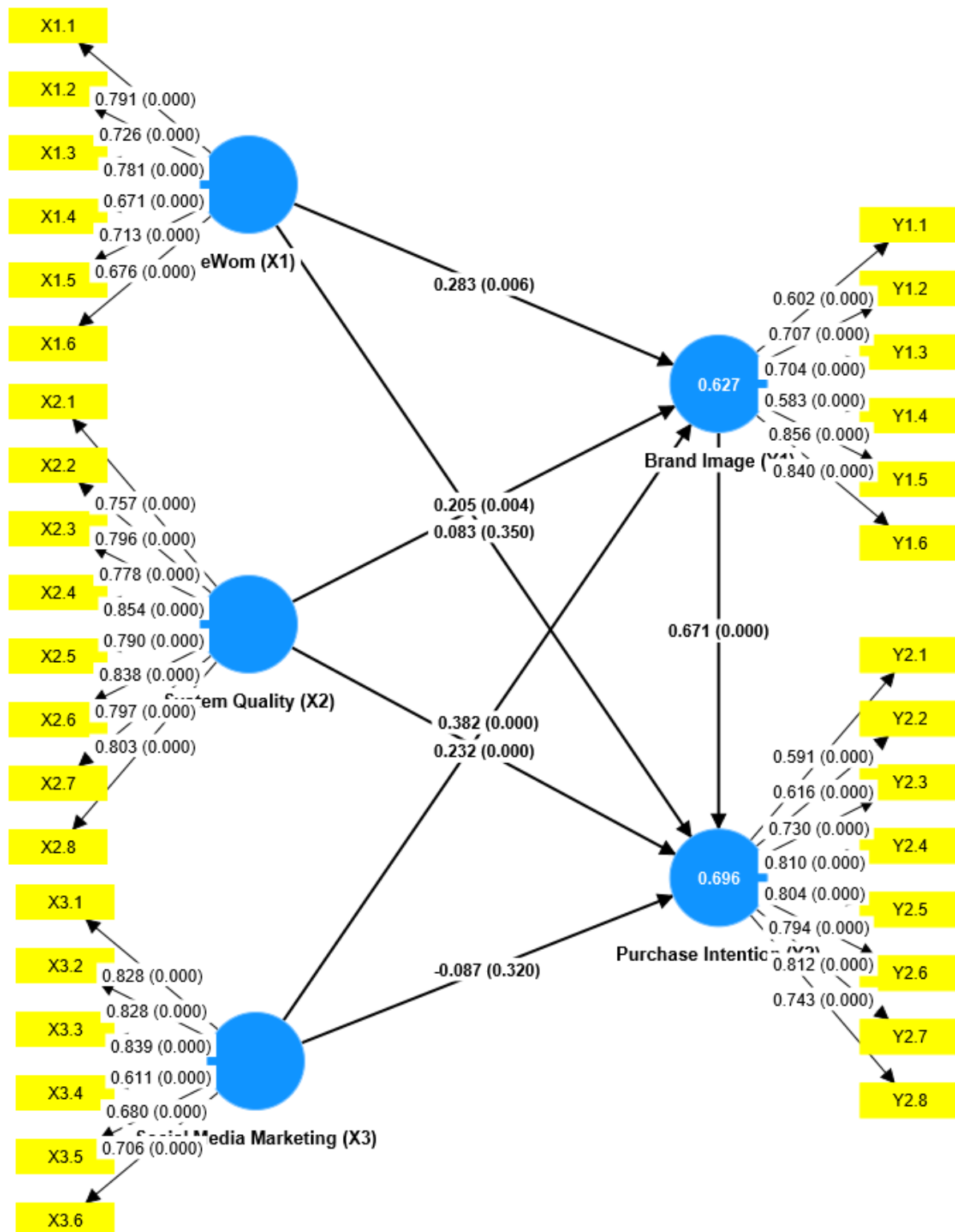


Figure 2. Bootstrapping PLS-Algorithm

The findings of this study show that social media marketing does not have a significant direct influence on the purchase intentions of Iziloh Online Laundry consumers, with path coefficients of -0.087, a T-Statistic of 0.995, and a p-value of 0.320, providing important insights for this business. The rejection of the third hypothesis (H3) indicates that contrary to findings in previous research by Panjaitan (2022), Chandra & Wulandari (2022), and Nadlifatin et al. (2021), social media marketing activities do not directly affect the purchase decisions of Iziloh Online Laundry consumers. This suggests that Iziloh Online Laundry may need to



reevaluate how they use social media, considering further personalization and segmentation in their strategies to meet customer needs and preferences more specifically. Additionally, these findings encourage Iziloh Online Laundry to explore other factors that may significantly impact consumer purchase decisions, such as service quality or customer experience. The possibility that other marketing channels might be more effective in reaching and influencing consumers should also be considered. Furthermore, additional research into their consumer behavior can assist in understanding why their current social media strategy needs to deliver the expected impact and how it can be improved.

Although social media marketing may not directly drive purchase intentions, this does not negate other values of social media, such as building brand awareness, providing customer service, or collecting feedback. Therefore, while social media marketing may not be the primary driver of purchase intentions, an active and strategic presence on these platforms remains essential for other purposes, contributing to overall business success. Overall, these results emphasize the importance of a flexible and responsive approach to marketing, emphasizing a deeper understanding of the market and customers to optimize the positive impact on the business. This suggests that continually adapting and evaluating marketing strategies in a rapidly changing world are crucial to staying relevant and practical. This research also indicates that E-WOM directly and significantly influences the brand image (brand image) of Iziloh Online Laundry consumers, providing valuable insights for marketing strategies and brand management. With path coefficients of 0.283, a T-Statistic of 2.746, and a p-value of 0.006, it can be concluded that E-WOM positively affects the brand image. These findings suggest that an increase in E-WOM correlates with improving brand image by 0.283. This is in line with previous research by Armawan et al. (2023), Maria et al. (2019), and Winarno & Indrawati (2022), which also found a significant influence of E-WOM on brand image. The practical implication of these findings for Iziloh Online Laundry is the importance of leveraging E-WOM to strengthen its brand image.

Reviews, recommendations, and testimonials from satisfied consumers can build a positive brand perception. Iziloh Online Laundry should ensure an excellent customer experience, thus encouraging positive E-WOM. Online reputation management becomes crucial in this context. Responsive customer service and handling complaints or issues quickly and effectively can minimize negative E-WOM and reinforce a positive image. Additionally, encouraging satisfied consumers to share their positive experiences online can help improve brand image. Marketing strategies and communications should also integrate E-WOM. This can be done by featuring positive reviews on websites or social media platforms and using customer testimonials in marketing materials. Proactively requesting consumer feedback and utilizing E-WOM in marketing campaigns can enhance brand visibility and credibility. On the other hand, Iziloh Online Laundry must also be wary of the potential negative impact of E-WOM. Monitoring and responding to negative E-WOM appropriately and professionally is critical to maintaining a positive brand image. This may involve investing in online reputation monitoring systems or a dedicated team to manage social media interactions. In conclusion, E-WOM plays a vital role in shaping and strengthening the brand image of Iziloh Online Laundry. Iziloh Online Laundry can strengthen its market position and build better customer relationships by effectively managing E-WOM and integrating it into its marketing and communication strategies.

The findings that system quality directly and significantly impacts the brand image (brand image) of Iziloh Online Laundry consumers, with path coefficients of 0.205, a T-Statistic of 2.880, and a p-value of 0.004, provide essential insights for this business. High system quality enhances the brand image by 0.205, indicating that system quality improvements will positively affect how consumers perceive the brand. These results are in line with previous research by Treiblmaier & Garaus (2023), Dong et al. (2022), and Hanjaya et al. (2019), which also found a significant link between system quality and brand image. In practice, these findings emphasize the importance for Iziloh Online Laundry to continue investing in and improving its system quality. This includes technological aspects such as website or app loading speed, transaction security, ease of navigation, and overall system reliability. High-quality systems increase users' efficiency and convenience and help build perceptions of a high-quality, professional brand.

Furthermore, given that system quality affects the brand image, focusing on intuitive user interface design and enjoyable user experience becomes essential. A good user experience can increase customer satisfaction, strengthening the positive brand image in consumers' minds. Consistency in system quality is also vital. The company must ensure the user experience remains consistent and reliable across all platforms and

devices. This includes ensuring the system is free from bugs and errors, quickly responding, and resolving any technical issues. Finally, communicating about system quality to consumers also plays a crucial role. Iziloh Online Laundry can highlight the reliability and security of its systems in marketing and communications campaigns, informing consumers about the efforts it makes to ensure a safe and comfortable online experience. In conclusion, system quality is a critical aspect that affects customer satisfaction and plays a significant role in forming a positive brand image. Iziloh Online Laundry should consider this an integral part of their business and marketing strategy to build a strong reputation and maintain a competitive position in the market.

Research showing the significant influence of social media marketing on the brand image of Iziloh Online Laundry consumers, with path coefficients of 0.382, a T-Statistic of 0.382, and a p-value of 0.000, provides essential insights for the marketing strategy of this brand. It was found that an increase in social media marketing efforts directly correlates with an improvement in brand image by 0.382. These results align with previous findings by Bushara et al. (2023), Khamaludin et al. (2021), and Pamartaningtyas et al. (2021), which also discovered that social media marketing has a significant impact on brand image. In a practical context, these results underscore the importance of social media as an effective marketing tool for Iziloh Online Laundry. Strategic and effective social media marketing can significantly improve how consumers view the brand. This means that Iziloh Online Laundry should prioritize and strengthen its presence on social media platforms like Instagram, Facebook, and TikTok, developing content that is engaging, relevant, and aligns with the brand image they wish to build. These activities include creating content that interacts with the audience, showcasing customer testimonials, disseminating information about promotions and special offers, and actively and timely responding to consumer questions and comments. Engaging content and authentic interaction with the audience on social media can help build stronger relationships with consumers, strengthening the brand image. Integrating influencers or public figures into their social media marketing strategy could also be a valuable approach. Using influencers aligned with the brand's values and image can increase brand reach and credibility to a broader audience.

It is also essential to know that social media marketing should be done consistently and authentically, ensuring the message aligns with the brand's core values. This includes maintaining content quality and avoiding overly aggressive approaches or excessive promotions, which can damage the brand image. In conclusion, these findings indicate that social media marketing is essential in forming and maintaining a positive brand image for Iziloh Online Laundry. They should utilize these platforms to promote their services and build and strengthen relationships with consumers, ultimately contributing to a stronger and more positive brand image.

Findings that brand image directly and significantly influences the purchase intentions of Iziloh Online Laundry consumers, with path coefficients of 0.671, a T-Statistic of 9.732, and a p-value of 0.000, provide critical strategic insights for this business. With a one-unit increase in brand image, there is a 0.671 increase in purchase intentions. These findings are consistent with previous research by Wulandari & Koe (2021), Tsabitah & Anggraeni (2021), and Bilgin & Kethüda (2022), which also showed a significant influence of brand image on purchase intentions. From a practical perspective, these results underscore the importance of building and maintaining a solid brand image for Iziloh Online Laundry. A positive brand image increases awareness and significantly influences consumer purchase decisions. This means that efforts to build a positive brand image should be a significant component of the brand's marketing and communication strategy. To achieve this, Iziloh Online Laundry must ensure that every aspect of its operations—from service quality and customer interaction to online user experience—contributes positively to the brand image. Aspects such as service reliability, customer satisfaction, and the value offered should be continuously improved to strengthen the brand's positive perception.

Additionally, Iziloh Online Laundry must actively communicate its brand, using various marketing channels to highlight its strengths and differentiate itself from competitors. This could include marketing campaigns that emphasize the unique attributes of their services, engagement on social media, and the use of positive reviews and customer testimonials. A solid and positive online presence is also essential. With more consumers turning to the internet for information before purchasing, ensuring that Iziloh Online Laundry's online brand image is consistent and appealing is paramount.

Given that brand image greatly influences purchase intentions, Iziloh Online Laundry must also be vigilant about risks that could damage its image. They need to proactively manage their brand reputation,

quickly respond to emerging issues, and ensure that all brand communications are authentic and align with the brand's values. In conclusion, these results highlight the importance of brand image in directing consumer purchase intentions. For Iziloh Online Laundry, building and maintaining a positive brand image is essential for attracting new customers and retaining and strengthening relationships with existing ones, ultimately contributing to long-term business success. Meanwhile, the mediation test results in this research reveal the critical role of brand image (brand image) as a mediator in the relationship between E-WOM, system quality, and social media marketing on the purchase intentions of Iziloh Online Laundry consumers. These results offer valuable insights into how these elements interact and affect consumer behavior in an online business context. First, brand image fully mediates the relationship between E-WOM and purchase intention. With path coefficients of 0.190, a T-Statistic of 2.502, and a p-value of 0.012, the eighth hypothesis (H8) is accepted. This indicates that E-WOM indirectly influences purchase intention through its effect on brand image. In other words, E-WOM builds a positive brand image, which then encourages consumers to have the intention to buy.

Secondly, the brand image partially mediates the relationship between system quality and purchase intention. With path coefficients of 0.138, a T-Statistic of 3.194, and a p-value of 0.001, the ninth hypothesis (H9) is accepted. This indicates that system quality affects purchase intentions directly and through its role in enhancing brand image. Thirdly, brand image fully mediates the relationship between social media marketing and purchase intention. Path coefficients of 0.257, a T-Statistic of 3.351, and a p-value of 0.001 confirm the tenth hypothesis (H10). This means social media marketing improves brand image, increasing consumers' purchase intentions. From a practical perspective, these results indicate that Iziloh Online Laundry should enhance its brand image to increase consumer purchase intentions. This can be achieved by optimizing system quality, effectively managing E-WOM, and implementing efficient social media marketing strategies. Ensuring that consumers perceive their brand positively will be vital in purchasing decisions. In conclusion, the brand image is a critical bridge between factors such as E-WOM, system quality, and social media marketing toward consumer purchase intentions. Therefore, a comprehensive strategy that strengthens brand image can enhance the prospects for online businesses like Iziloh Online Laundry to attract and retain customers.

## **V. CONCLUSION**

The findings of this study highlight critical dynamics in the influence of E-WOM, system quality, and social media marketing on the purchase intentions of Iziloh Online Laundry consumers, with the crucial role of brand image as a mediator. The discovery that E-WOM does not directly influence purchase intention, with path coefficients, T-Statistic, and p-value that do not support the first hypothesis, suggests that other factors might be more significant in influencing consumers' purchase intentions than E-WOM. This diverges from previous findings and suggests a need to explore and enhance internal aspects such as service quality, customer experience, and more innovative and diverse marketing approaches. Given the importance of building and maintaining a solid brand image, Iziloh Online Laundry must realize that its strategies should adjust to market realities and consumer needs.

On the other hand, system quality was found to directly and significantly influence purchase intentions, indicating that technological aspects and user experience are essential factors in enhancing consumer purchase decisions. Iziloh Online Laundry should focus on system improvements and use this as a key differentiator from their competitors in their marketing strategy. High system quality enhances customer satisfaction and strengthens brand image and customer loyalty. Furthermore, this research reveals that social media marketing does not significantly influence purchase intentions. Iziloh Online Laundry needs to revise its social media strategy by increasing personalization and segmentation and exploring alternative marketing channels. Although it does not directly influence purchase intentions, an active social media presence remains essential for building brand awareness and maintaining consumer relationships. Lastly, the findings regarding the mediating role of brand image in the relationship between E-WOM, system quality, and social media marketing towards purchase intentions underscore the importance of building a solid brand image. Strategies that strengthen brand image can enhance the prospects of online businesses like Iziloh Online Laundry in attracting and retaining customers. Thus, this study provides valuable practical and academic insights for developing effective business and marketing strategies in the online service sector.

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