



Original Article

Purchase Intention on E-Commerce Application: The Effectiveness of Brand Equity as Mediation

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Abstract:

This study examines how brand equity functions as a mediator in the relationship between electronic word-of-mouth (E-WOM), Social Media Marketing (SMM), Brand Engagement (BENG), Brand Love (BL), Brand Equity (BEQ), and Purchase Intention (PI) in e-commerce. Currently there is no research with variables mentioned above that implemented the Theory of Planned Behavior (TPB) therefore represents novelty aspect. Data evaluated from 293 e-commerce consumers is examined using PLS-SEM. Result shows that BEQ significantly mediates the effect of SMM and E-WOM on PI. While SMM and E-WOM both increase BEQ, their direct impacts on PI are shown to be irrelevant. Furthermore, it has been demonstrated that BL significantly influences both BEQ and PI, but BEQ does not have a significant effect. The findings showed the importance of BEQ in connecting SMM to consumer PI in e-commerce while using the theory of planned behavior by Ajzen (1985) in Indonesia highlighting this research gap

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Introduction

E-commerce has become a significant factor of the global business sector in recent years. With the growth of the internet and the continuous digitization of modern life, the majority of businesses have changed. As result, business owners globally now benefiting from the advantages of online transactions because the rapid growth of internet around the globe ([Gelder, 2024](#)). Rapid economic and technological progression have a significant effect on people everyday lives ([Fernando & Cuandra, 2023](#)). The growth in online shopping is increasing in 2024, with worldwide sales predicted to surpass 4.1 trillion dollars, and it is projected to keep increasing ([Statista, 2024](#)).

E-commerce in Asia is growing gradually, at a rate of increase each year of 6.95% from 2020 to 2025, surpassing the Americas and Europe, which are expected to grow at a rate of 8.2% at the same time. In comparison, the growth rates for America and Europe are expected to be between 5.1% and 5.2%. In 2021, China contributed 52.1% to the total global e-commerce sales ([Office, 2021](#)). In contrast, Indonesia's \$51.9 billion e-commerce market in 2022 is the biggest in Southeast Asia ([Chanda, 2024](#)).

As e-commerce usage grow rapidly, consumers have significantly transformed their digital communication methods, especially through electronic word of mouth (E-WOM), changing current customer behaviors and modifying marketing across consumer and business markets ([Liu et al., 2024](#)). Review is part of E-WOM, which is a direct judgement from someone and not an advertisement. Something can be called a review if it improves businesses among competing brand regarding products or services that consumers value indirectly with the feedback given by consumers online and help bring up their quality. Fake review is written with the point to mislead consumers in their buying intention, usually by reviewers who have little to no experience with the products or services being discussed online ([Clarisa & Areta, 2022](#)). According to the World Economic Forum, fake reviews affected around \$152 billion in worldwide costs from products and services by 2021 ([McCluskey, 2022](#)). With the influence of online reviews on customers, Chinese retail platforms such as Taobao, Jingdong, and Pinduoduo recognize the value of user feedback. As a result, they have turned to manipulating their internet reputation by writing deceiving reviews, therefore increasing store value and brand reputation ([Liu et al., 2024](#)). This research engages to raise awareness of fake review on e-commerce application purchase intention so that consumers is not easily influenced by potential fake review.

This research refers to the theory of planned behavior by Ajzen (1985), about subjective norms matching the research variable of E-WOM. Subjective norms can be viewed as an individual perception shaped by the opinion of other internet user, forming widely accepted norms that can influence their behavior. Previous research that used theory of planned behavior by [Wu et al. \(2020\)](#) is with brand equity as mediator in the context of brand management. Another study conducted by [Rizwan et al. \(2021\)](#) with brand equity as mediator for purchase intention is in the context of the health takaful industry in United Arab Emirates. Different research by [Majeed et al. \(2021\)](#) with brand equity as mediator for purchase intention within is Ghana fashion industry. There is no research that adopted the theory of planned behavior that used brand equity as mediator for purchase intention with E-WOM, social media marketing, brand engagement, and brand love for variable in the research. Thus represents a novelty aspect within this research. There is currently no research that used the theory of planned behavior in Indonesia that specifically examined the importance of brand equity in linking social media marketing to consumer purchase intention in e-commerce emphasizing this research gap.

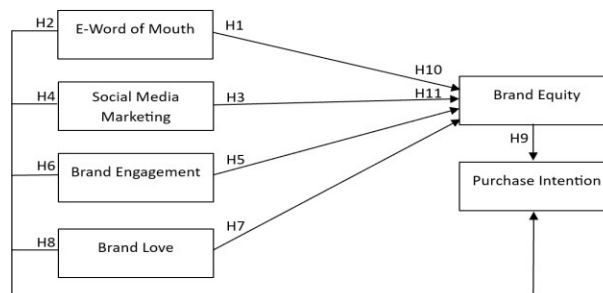


Figure 1. Conceptual Framework**E-Word of Mouth (E-WOM)**

Electronic word of mouth (E-WOM) is being described as a form of informal communication where individuals share information about products or services through social media platforms, influencing consumer perceptions and purchase intention ([Rattanaburi, 2023](#)). E-WOM communication is any positive or negative posted online about a product by consumers that are existing to more audience ([Kumar & Gera, 2023](#)). E-WOM is seen as a base of info that can be found from electronic platforms such as social media ([Bajat et al., 2024](#)).

E-WOM is a significant variable in order to shape brand equity in the mind of consumers and gain a competitive advantage ([Charukitpipat, 2024](#)). E-WOM has showed that it is a crucial source of information for consumers today. It significantly enhances brand equity, its various dimensions, and the intentions to purchase ([Rattanaburi, 2023](#)). The findings of [Maringan et al. \(2022\)](#) confirm the positive effect of E-WOM towards brand equity. E-WOM is important to sharing information regarding brands and promoting the discussion of opinions and experiences related to products and services between consumers, which can lead to the increase of the attractiveness of brand equity ([Lin et al., 2023](#)). [Sari \(2021\)](#) reveals that E-WOM plays a vital role in shaping brand equity. Through the use of E-WOM on the Tokopedia website and various type of social media platforms to share whether consumers experience positive or negative when using Tokopedia's services, there is a resulting enhancement in the brand equity of Tokopedia.

[Kumar and Gera \(2023\)](#) have validated the beneficial effects of E-WOM on consumer involvement in purchasing intention. Social media marketing is key factor on influencing consumers purchase intentions, which quite make sense given its growing trend. [Bajat et al. \(2024\)](#) demonstrated that E-WOM impacts purchase intention through digital platforms such as social media and websites. With the extensive use of digital platforms, information sharing could be effectively conveyed to consumers. Receiving this information would influence the consumers' purchase intention and, ultimately, their purchasing conduct. E-WOM has a positive and significant impact on purchase intentions because consumers often rely on online reviews and recommendations before buying products to minimize the risks of online shopping ([Mishra, 2024](#)). [Trabelsi and Mbarek \(2021\)](#) has confirmed that E-WOM positively impacts purchase intention, showing that potential customers value the reviews of online reviews and influences the intention to purchase. [Purwianti et al. \(2021\)](#) also confirmed that E-WOM influences purchase intention. [Gasawneh et al. \(2023\)](#) mentioned the impact of E-WOM on purchase intention is affected by positive consumer reviews, as people often rely on others online review before purchasing to feel more confident about their purchases. Different from those study, research by [Lee et al. \(2021\)](#) had showed that E-WOM doesn't influence purchase intention.

H1: E-Word of Mouth has a positive influence on brand equity.

H2: E-Word of Mouth has a positive influence on purchase intention.

Social Media Marketing

Social media marketing is two-way interactions between brands and consumers,

allowing for effective communication that enhance brand equity. This interaction is important for brand to build a strong connection with the consumers ([Ahmed et al., 2023](#)). Based on the research of [Dhewi et al. \(2021\)](#) social media marketing can be viewed as digital marketing through digital platforms and serves as a media for brands to interact directly with their audience. The importance of using technology, especially through social media has its benefit to enhance digital marketing strategies, therefore businesses can significantly improve their performance ([Cuandra & Candy, 2024](#)).

Lavish business brand equity is positively and significantly impacted by social media marketing ([Ahmed et al., 2023](#)). [Dhewi et al. \(2021\)](#) revealed that there is a favorable connection between social media marketing and brand equity in culinary small and medium-sized enterprises. [Hafez \(2021\)](#) has conducted study on how social media marketing affects brand equity in Bangladesh's banking industry, and the findings demonstrate that social media marketing does have an influence on brand equity. [Rueangmanee and Wannamakok \(2023\)](#) findings showed that social media marketing strategies have positive impact on brand equity and emphasizes how important it is to use social media to engage with customers and encourage brand equity. It was also mentioned by Karayalçın and Yaraş (2024) that as consumers engage with social media more often, their likelihood of encountering social media marketing increases, which can enhance brand equity in a positive way.

Social media marketing directly affects consumers and positively impacts purchase intention ([Sharma et al., 2022](#)). [Azhar et al. \(2023\)](#) Studies demonstrate that social media marketing has the most substantial direct influence on purchase intention. This means that social media marketing is the most important and strongest part of buying intention. [Husain et al. \(2022\)](#) also noted that social media marketing has a greater influence than traditional marketing on the purchase intention of lavish brands in India. [Laksamana \(2020\)](#) findings show that social media marketing affects customer purchase intention, in fact, a relevant marketing effort. But research conducted by [Ali and Naushad \(2023\)](#) and [Ali and Cuandra \(2023\)](#) stated that social media marketing does not directly impact purchase intention.

H3: Social media marketing has a positive influence on brand equity.

H4: Social media marketing has a positive influence on purchase intention.

Brand Engagement

Brand engagement described by [Hakim and Indrawati \(2024\)](#) is a way of consumer behavior that extend beyond mere purchasing activities, it encourages consumers to interact with the brand in various of ways. Engaging customers may strengthen brand-customer connections, enhance brand equity, and raise business profitability. [Verma \(2021\)](#) said that brand engagement is client post-purchase interaction with a corporation's services or activities.

Research conducted by [Hakim and Indrawati \(2024\)](#) revealed that brand engagement has a positive and significant impact on brand equity. Another study result found that the brand engagement of Chinese customers positively impacts Apple brand equity ([Sohaib et al., 2023](#)). Analysis by [Jiao et al. \(2024\)](#) resulted that brand engagement has a medium to strong positive impact on brand equity. [Minh et al. \(2022\)](#) have made a study that confirms the importance of brand engagement via social networks, which resulted to a very positive impact on brand equity. Different from those four studies, study conducted by [Verma \(2021\)](#) showed the brand engagement doesn't influences brand equity.

Utilizing interactive features on brand's social-media offers motivation for consumers to be engaged in information, thereby resulting in greater enthusiasm among consumers and validates that brand engagement has a positive impact on purchase intention ([Hanaysha, 2022](#)). Study conducted by Emini and Zeqiri (2021a) revealed that brand engagement leads to purchase intention. Another study by Emini and Zeqiri (2021b) proved that brand engagement positively and significantly related with purchase intention. However, studies from [Minh et al. \(2022\)](#) are different, as the findings indicate that there is not enough statistical support to suggest a positive direct relationship between social brand engagement and purchase intention, and brand engagement contributes to a promising indirect relationship between purchase intention and brand awareness. [Verma \(2021\)](#) also found that brand engagement doesn't directly influence purchase intention as purchase intention is mediated by brand equity. Another research by [Putra and Tasya \(2023\)](#) shown that brand engagement doesn't influence purchase intention.

H5: Brand engagement has a positive influence on brand equity.

H6: Brand engagement has a positive influence on purchase intention.

Brand Love

A common definition of brand love is an emotional connection to a certain brand that includes the customer experiencing good feelings like enthusiasm or excitement when interacting with the brand. Brand love also may cause distress if a brand is being separated from consumer ([Sohaib et al., 2023](#)). [Robertson et al. \(2022\)](#) describes brand love as intimate consumer to brand experiences in positive affective terms.

Brand love influences overall brand equity ([Verma, 2021](#)). Another study by [Ferreira et al. \(2022\)](#) resulted that brand love will positively influence brand equity. Research by [Hafez \(2021\)](#) proved that brand love directly influences brand equity in the context of the Bangladeshi banking sector. Result specified by [Sohaib et al. \(2023\)](#) shows that brand love positively boosts the brand equity of Apple brand products in China. [Robertson et al. \(2022\)](#) reveals that people who show less brand love towards a brand will lead that brand to have a lower amount of brand equity, regardless of their level of brand loyalty to that particular brand.

[Vallejos et al. \(2022\)](#) confirmed that positive impact exists between brand love and purchase intention. [Li and Nan \(2023\)](#) have verified that purchase intention is positively influenced by brand love. [Kumar et al. \(2021\)](#) examined and validates that there is a positive association between purchase intentions and brand love in the context of group members involved in REKO (a community based social media food distribution system) in Finland. Study conducted by [Silva et al. \(2022\)](#) showed that brand love directly influences purchase intention. But different from those four studies, [Verma \(2021\)](#) research had found that brand love doesn't directly influences purchase intention because it is mediated by overall brand equity.

H7: Brand Love has a positive influence on brand equity.

H8: Brand Love has a positive influence on purchase intention.

Brand Equity

Brand equity, which is the value that a brand had based on consumers feeling about a brand product and service, and how it influences their purchase intention ([Charukitpipat, 2024](#)). [Karayalçın and Yaraş \(2024\)](#) stated that brand equity is a gap of brand knowledge on customer response to the promotion of the brand. Brand equity

refers to brand familiarity in customer memory that might cause a more favorable brand response when exposed to the similar marketing of a familiar versus unfamiliar brand ([Louvet, 2023](#)). The presence of brand equity provides value and benefits to businesses because it increases purchase intention, with customer tendencies to choose products from a recognized brand over an unrecognized one within the same product type ([Angela & Kesumahati, 2023](#)).

[Karayalçın and Yaras \(2024\)](#) study resulted that in the context of social media, there is a positive impact of brand equity on purchase intentions. Study by [Jaya et al. \(2024\)](#) confirms that in the context of Indonesian film viewers, brand equity directly influences the purchase intention of Indonesian film viewers. Research by [Ahmed et al. \(2023\)](#) affirms that brand equity significantly positive influences purchase intention. [Louvet \(2023\)](#) confirms that brand equity influences millennials' purchase intention for sports nutrition products in Ireland. Research conducted by [Azhar et al. \(2023\)](#) also shows significant positive influence of brand equity on purchase intention in the context of luxury brands in India. [Febriani and Cuandra \(2023\)](#) research also showed there is positive influence of brand equity on purchase intention in the situation of online consumerism via live streaming in Batam City. Brand equity has the capacity to affect purchase intention, which refers to the bias of consumers to choose a specific brand or take actions that lead to a purchase, based on how likely they are to buy ([Putra et al., 2020](#)).

According to [Khan et al. \(2024\)](#) research, the association between purchase intention and E-WOM is mediated by brand equity. Based on [Maringan et al. \(2022\)](#) research, brand equity does significantly mediate the relationship between the E-WOM to purchase intention. Different study conducted by [Khan et al. \(2023\)](#) shows that brand equity partially mediates between E-WOM and purchase intention.

[Heidari et al. \(2023\)](#) determined that brand equity positively mediates the relationship of social media marketing to online purchase intention. [Vendri et al. \(2023\)](#) indicates that brand equity positively mediates the relationship of social media marketing to online purchase intention in the context of Silungkang Restaurant, Indonesia. Brand equity mediates the influence of social media marketing activities on purchase intention ([P et al., 2023](#)).

H9: Brand equity has a positive influence on purchase intention.

H10: Brand equity mediates the positive relationship of e-word of mouth on purchase intention.

H11: Brand equity mediates the positive relationship of social media marketing on purchase intention.

Methods

This research used quantitative method in which primary data was used from online survey. Consumers who use e-commerce application were the research's target participants. This study uses the purposive sampling method, focusing on participants who requires specific criteria relevant to the research. The target population is citizens living in Indonesia, while the sample is chosen from people who had used e-commerce applications. This approach ensures that the data collected is both relevant and representative of the intended demographic. The sample size is determined based on the theory proposed by [Hair et al. \(2010\)](#), ensuring that only individuals who have used e-commerce platforms are included as samples. [Hair et al. \(2010\)](#) which requires the total of measurement indicators multiplied by 5-10 or a minimum of one hundred samples or

respondents. This study has totals of 29 measurement indicators. Following the standard of multiplying the number of indicators by 10, this research requires a minimum of 290 sample to ensure an acceptable sample size. Total numbers of data gathered for this study is 322 individuals, but only 293 were relevant and used in the research as they met the specific criteria. Using SmartPLS version 3 tools, the PLS-SEM approach will be used to evaluate the participant data. Using multi-item scales, all variables were assessed. The Likert scale included five points, from “strongly disagree” to “strongly agree”.

Results

Demographic Factors

As shown in table 1, gender distribution among valid responses indicated that 61.09% were female. For age demographics, 54.61% is 20-25 years old. Educational background is high school or equivalent, representing 53.92% of respondents, while 58.70% of participants were from Batam, Riau Islands, Indonesia. Furthermore, around 40.61% of respondents is students and another 40.27% is employee with majority of income below 5,000,000 IDR with total percentage of 63.82%. The demographic result indicated the characteristics of e-commerce application users. Dominated by young students and employee (20-25 years old) showing that this age group and occupation category is highly engaged with e-commerce application because they are more familiar with digital technologies. Gender is mostly females suggests that women may be more active in using e-commerce application, with possibilities of gender specific shopping behavior (Griffith, 2024). The respondents are mostly from Batam, Riau Island, Indonesia may be relevant to economic and cultural factors. The majority of the respondents having middle to low income (below 5,000,000 IDR) may suggest that e-commerce application in this study context may be affected by price sensitive consumers, and potentially influencing their purchase intention based on affordability aspects. This demographic result may highlight the importance of marketing strategies that aligns with economic needs of young female students based in Batam, and may suggests opportunities for future research to find more variation across different demographic factors.

Table 1: Respondents Demographic Profile

| | | Freque ncy | Percenta ge |
|-----------------------------------|-------------------------------------|---------------|----------------|
| Gender | Male | 114 | 38.91% |
| | Female | 179 | 61.09% |
| Age | Under 20 years old | 47 | 16.04% |
| | 20-25 years old | 160 | 54.61% |
| | 26-30 years old | 60 | 20.48% |
| | Above 30 years old | 26 | 8.87% |
| | | | |
| Educational Background | Junior high school or equivalent | 2 | 0.68% |
| | High school or equivalent | 158 | 53.92% |
| | Associate Degree | 5 | 1.71% |
| | Bachelor Degree | 128 | 43.69% |
| Domicile | Batam, Riau Island, Indonesia | 172 | 58.70% |
| | Java Island | 27 | 9.22% |

| | | | |
|-----------------------|-----------------------------|-----|--------|
| Job | Riau Province | 24 | 8.19% |
| | Kalimantan Island | 18 | 6.14% |
| | Sumatra Island | 17 | 5.80% |
| | West Nusa Tenggara Province | 14 | 4.78% |
| | Sulawesi Island | 12 | 4.10% |
| | Papua Island | 9 | 3.07% |
| | Student | 119 | 40.61% |
| | Employees | 118 | 40.27% |
| | Civil servants | 25 | 8.53% |
| | Self employed | 31 | 10.58% |
| Monthly Income | Under 3,500,000 IDR | 95 | 32.42% |
| | 3,500,000-5,000,000 IDR | 92 | 31.40% |
| | 5,000,001-7,500,000 IDR | 55 | 18.77% |
| | 7,500,001-10,000,000 IDR | 30 | 10.24% |
| | Above 10,000,000 IDR | 21 | 7.17% |

Source: Processed data (2025)
Confirmatory Factor Analysis (CFA)
Convergent Validity

The Confirmatory Factor Analysis (CFA) ensures that latent variables are appropriately measured by observable variables. For CFA, both convergent and discriminant validity analyses are crucial therefore, by looking upon past researchers and their published works, the writer has examined the threshold standards and compared them with those found in the current study. The findings are shown in Tables 2 and 3. An acceptable value of individual measurement to form convergent validity was value that exceeded 0.6 for Composite Reliability (CR) [Hair et al. \(2018\)](#), 0.6 for Cronbach's Alpha (CA) [Bagozzi and Yi \(1988\)](#), 0.6 for factor loading and 0.5 for Average Variance Extracted (AVE) [Fornell and Larcker \(1981\)](#). The measurement indicator of EWOM1, BL1, and PI3 were removed because their factor loading scores did not meet the required threshold of exceeding 0.6.

Table 2: Reliability and Validity Results

| Variable | Measurement Indicator | Factor Loadings | AVE | CR | Cronbach's Alpha | VIF |
|------------------------|-----------------------|-----------------|-------|-------|------------------|-------|
| E-Word of Mouth | EWOM2 | 0.810 | 0.533 | 0.820 | 0.706 | 1.521 |
| | EWOM3 | 0.671 | | | | 1.222 |
| | EWOM4 | 0.740 | | | | 1.368 |
| | EWOM5 | 0.692 | | | | 1.311 |
| Social Media Marketing | SMM1 | 0.775 | 0.606 | 0.822 | 0.676 | 1.371 |
| | SMM2 | 0.763 | | | | 1.273 |
| | SMM3 | 0.796 | | | | 1.317 |
| Brand Engagement | BENG1 | 0.755 | 0.641 | 0.843 | 0.729 | 1.571 |
| | BENG2 | 0.822 | | | | 1.694 |
| | BENG3 | 0.823 | | | | 1.287 |
| Brand Love | BL2 | 0.731 | 0.530 | 0.887 | 0.850 | 1.724 |

| | | | | | | |
|--------------------|------|-------|-------|-------|-------|-------|
| Brand Equity | BL3 | 0.644 | | | | 1.430 |
| | BL4 | 0.706 | | | | 1.579 |
| | BL5 | 0.667 | | | | 1.505 |
| | BL6 | 0.821 | | | | 2.150 |
| | BL7 | 0.775 | | | | 1.825 |
| | BL8 | 0.734 | | | | 1.668 |
| | BEQ1 | 0.764 | 0.570 | 0.841 | 0.749 | 1.495 |
| | BEQ2 | 0.719 | | | | 1.367 |
| | BEQ3 | 0.760 | | | | 1.374 |
| | BEQ4 | 0.776 | | | | 1.527 |
| Purchase Intention | PI1 | 0.723 | 0.518 | 0.843 | 0.767 | 1.502 |
| | PI2 | 0.738 | | | | 1.477 |
| | PI4 | 0.678 | | | | 1.335 |
| | PI5 | 0.761 | | | | 1.510 |
| | PI6 | 0.695 | | | | 1.403 |

Source: Processed data (2025)

Discriminant Validity

According to [Fornell et al. \(1981\)](#), comparing each variable with the others is crucial for evaluating discriminant validity. Each variable's AVE is represented by the diagonal units that go from top left to bottom right. The values below the diagonal indicates the correlation coefficients between the variables. One important factor to consider is that the square root of the AVE values should be bigger than the correlation coefficients. As shown in Table 3, the dimensions are not fully correlated with each other, indicating strong discriminant validity.

Table 3: Discriminant Validity

| Factor | Brand Engagement | Brand Equity | Brand Love | E-Word of Mouth | Purchase Intention | Social Media Marketing |
|------------------------|------------------|--------------|--------------|-----------------|--------------------|------------------------|
| Brand Engagement | 0.801 | | | | | |
| Brand Equity | 0.555 | 0.755 | | | | |
| Brand Love | 0.595 | 0.779 | 0.728 | | | |
| E-Word of Mouth | 0.531 | 0.620 | 0.642 | 0.730 | | |
| Purchase Intention | 0.538 | 0.728 | 0.758 | 0.564 | 0.720 | |
| Social Media Marketing | 0.507 | 0.571 | 0.577 | 0.553 | 0.535 | 0.778 |

Source: Processed data (2025)

Research Hypotheses Result

P-value is an important aspect of a research, low p-value means that the data is unpredictable. The threshold for p-value is $p < 0.05$, that means that statistically it is significant, and $p > 0.05$ means not significant (Zhang, 2022). Tables 4 and 5 demonstrates the hypotheses that had been tested, showing which hypotheses that have positive effects or not.

Table 4: Direct Effect

| Hypotheses | Path | P Value | T Statistics | Result |
|------------|--------------|---------|--------------|----------|
| H1 | E-WOM => BEQ | 0.014 | 2.473 | Accepted |
| H2 | E-WOM => PI | 0.596 | 0.530 | Rejected |
| H3 | SMM => BEQ | 0.020 | 2.332 | Accepted |
| H4 | SMM => PI | 0.280 | 1.082 | Rejected |
| H5 | BENG => BEQ | 0.112 | 1.590 | Rejected |
| H6 | BENG => PI | 0.195 | 1.297 | Rejected |
| H7 | BL => BEQ | 0.000 | 8.202 | Accepted |
| H8 | BL => PI | 0.000 | 4.730 | Accepted |
| H9 | BEQ => PI | 0.000 | 3.511 | Accepted |

Source: Processed data (2025)

The findings indicate that the direct effect of E-WOM on BEQ is impactful, because when individuals believe or admire who they trust sharing positive comments about a brand online, it enhances the perceived value and trustworthiness of that specific brand. This aligns with subjective norms, as people often rely on the opinions of others when judging about unfamiliar brand. In the context of e-commerce, E-WOM becomes a digital media of these online social opinions, affecting how users see brand trustworthiness and image, thereby validating H1. This result is consistent with earlier studies by [Charukitpipat \(2024\)](#), [Rattanaburi \(2023\)](#), [Maringan et al. \(2022\)](#), [Lin et al. \(2023\)](#), and [Sari \(2021\)](#). Furthermore, E-WOM doesn't positively influence PI rejecting H2. This might suggest that while online discussions can shape perceptions about a brand (such as brand equity), they might not directly influence an individual's intention to buy. This finding supports the work of [Lee et al. \(2021\)](#). The impact of SMM on BEQ demonstrates positive correlation. Social media platforms may contain personal experiences, endorsements, and engagements. Seeing a brand actively engaged in social media can create a form of social validation, supporting its equity in potential customers, thereby confirming H3. This outcome aligns with prior research by [Ahmed et al. \(2023\)](#), [Dhewi et al. \(2021\)](#), [Hafez \(2021\)](#), [Rueangmanee and Wannamakok \(2023\)](#), and [Karayalçın and Yaraş \(2024\)](#).

SMM doesn't show any positive impact on PI. Which may indicate that social media marketing content alone may not be sufficient to affect customer purchase intention. Unless the content suits closely with customer beliefs or needs, it doesn't show direct influence on purchase intention thus, rejecting H4. This finding corresponds with previous research by [Ali and Naushad \(2023\)](#) and [Ali and Cuandra \(2023\)](#). BENG did not show significant impact on either BEQ (H5) or PI (H6). This might show that engagement such as following or liking posts of a brand doesn't increase brand equity or influencing purchase intention, therefore rejecting H5 and H6. This result matches with the study conducted by [Verma \(2021\)](#), [Minh et al. \(2022\)](#), and [Putra and Tasya \(2023\)](#).

In contrast, BL had a strong and positive influence on both BEQ (H7) and PI

(H8). Brand love may show an emotional bond that often appear from personal experience with a brand. When someone loves a brand, they are expected to speak positively and recommend it to others, increasing subjective norms within their friends. Additionally, customers who loved a brand may further increasing one's commitment to that brand, thus driving both brand equity and purchase intention, leading to the acceptance of H7 and H8. This aligned with previous study by [Verma \(2021\)](#), [Ferreira et al. \(2022\)](#), [Hafez \(2021\)](#), [Sohaib et al. \(2023\)](#), [Robertson et al. \(2022\)](#), [Vallejos et al. \(2022\)](#), [Li and Nan \(2023\)](#), [Kumar et al. \(2021\)](#), and [Silva et al. \(2022\)](#). Nonetheless, the direct relationship between BEQ and PI was found to be positive, which is consistent with the theory of planned behavior. When customer perceive a brand as valuable and trustworthy, they are more likely to act in line with these social beliefs. If a brand is widely respected and valued socially, customer may feel a stronger inner push to associate with those perceptions by purchasing from the brand showing acceptance to H9. This outcome aligned with the research carried out by [Karayalçın and Yaraş \(2024\)](#), [Jaya et al. \(2024\)](#), [Ahmed et al. \(2023\)](#), [Louvet \(2023\)](#), [Azhar et al. \(2023\)](#), and [Febriani and Cuandra \(2023\)](#).

Table 5: Indirect Effect

| Hypotheses | Path | P Value | T Statistics | Result |
|------------|--------------------|---------|--------------|----------|
| H10 | E-WOM => BEQ => PI | 0.045 | 2.008 | Accepted |
| H11 | SMM => BEQ => PI | 0.030 | 2.180 | Accepted |

Source: Processed data (2025)

Using brand equity as mediating variable between E-WOM and PI (H10), as well as between SMM and PI (H11), shows that positive online reviews enhance brand value, while social media marketing strengthens brand image and consumer trust. As brand equity improves, it increases customer positive impressions towards the brand, which in turn leads to higher purchase intention. This explains how both E-WOM and SMM contribute to purchase intention through the improvement of brand equity, thus suggesting that both hypotheses are accepted. More specifically, BEQ positively influences the relationship between E-WOM and PI, as well as SMM and PI. This result aligns with previous study conducted by [Khan et al. \(2024\)](#), [Maringan et al. \(2022\)](#), [Khan et al. \(2023\)](#), [Heidari et al. \(2023\)](#), [Vendri et al. \(2023\)](#), and [P et al. \(2023\)](#).

The results of the research have revealed that among the eleven hypotheses, seven (H1, H3, H7, H8, H9, H10, H11) are supported by the data, while the remaining four hypotheses (H2, H4, H5, H6) is not. Hypotheses H1 through H9 is related to direct effects, whereas hypotheses H10 and H11 is on indirect effects (mediating effects).

Conclusion

In the context of e-commerce application, the aim of this study is to investigate the function of brand equity as a mediator in the relationship between E-WOM alongside social media marketing on purchase intention. As demonstrated by the findings, brand equity is a key mediator of purchase intention, particularly in the relationships among E-WOM and purchase intention, and between social media marketing and purchase intention.

According to the study's findings, brand equity has a significant influence in promoting consumer electronic word-of-mouth and the transformation of marketing into a real purchase intention. E-WOM and social media marketing positively impact brand equity, which in turn raises purchase intention, according to the data. However, it

was shown that social media marketing and E-WOM had no significant direct influence on purchase intention, indicating that brand equity plays a crucial mediating role in these connections. Furthermore, it was shown that brand love positively affects both brand equity and purchase intention, underlining the emotional bond that customers have with businesses as a key factor in purchasing decisions.

Additionally, unlike to some other research, brand engagement did not have a significant impact on brand equity or purchase intention. All things considered, this study provided proof of the mediating function of brand equity in the context of e-commerce, especially in Batam. The results underline how crucial it is to develop strong brand equity through social media marketing, E-WOM, and brand love in order to increase consumer purchase intentions.

Suggestion

Despite the result provided by this study, some limitations should be known. First, the study was conducted in a majorly specific geographic region which is Indonesia, this may restrict the findings relevance to other geographical areas with different cultural and economic conditions. Future research could expand the possibility by including participants from diverse geographic locations to validate the findings across different markets around the world. Second, the study relies on data collected through online surveys, this may be influenced to response bias. Forthcoming research could include mixed approaches, such as interviews, to provide a more accurate result. Lastly, the study data is collected through a short time. Extended time of studies could be conducted to see how the relationships between these variables evolve over time, especially in response to fast changes in technology.

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