

Influence of e-WOM, Promotion, Product Image, Price, and Product Quality on Consumer Buying Interests with Mediation of Product Brand Image Mie Instant in Social Commerce



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ABSTRACT: The aim of this research is to find out the influence of e-WOM, promotions, product images, prices, and product quality on consumer buying interests through the mediation of product brand images in social commerce. This research uses quantitative and qualitative methods with non-probability sampling techniques. Research uses primary data sources using questionnaires. The research data was analyzed using reliability validity tests, multicollinearity, and as a data quality test, then hypothetical testing with pathway analysis, determination tests with R-square, and F-square. Test results showed that there was a significant influence between E-Wom, promotion, product image, and product quality on purchase intention. This study found that the relationship between promotion and product image to purchase intention, mediated by brand image, had a significant effect of 0.248 on the brand image. Purchase intention was influenced by the variables E-WOM, promotion, price, and product quality at 81.8%, while 18.2% was affected by other factors. Further researchers are expected to add other variables that affect purchase intention and expand the scope of the research. Then, for the company, it is recommended that it be able to maintain and improve the quality of the product, as well as the product image, and promote the product wisely.

KEYWORDS: brand image, mediated, e-WOM, product image, price, product quality, purchase intention

I. INTRODUCTION

With the rapid development of technology, competition in the industrial world is becoming more stringent. Various improvement efforts in Internet technology are continuously increasing, with technological advances that can facilitate any activity quickly without spending a long time. Even the Internet is used by people for a variety of things to meet their needs, such as for goods transactions and online shopping services. Therefore, it provides an increasingly open opportunity for businessmen in Indonesia to start and do online business. Online shopping facilities provide convenience for consumers; they can shop with time and cost savings. This facility ultimately arouses a high level of public interest in online shopping. As the advanced era of technology evolves, businessmen must be prepared to adapt through the use of technology as a marketing medium and to display products correctly to consumers. One of the products of the development of the Internet is social media. Social media removes the distance and time barriers for people to communicate and disseminate information. Nowadays, social media is also used to share experiences and provide reviews on products. Electronic word of mouth (E-WOM) is a way to communicate a product, both goods and services, that are generally run online or based on the Internet, where each other sends or receives a product (1).

Consumer purchasing interest is acquired through a thinking process that creates a reaction or perception. Buying interest forms an incentive for consumers; that is, at a time when consumers need something for their daily needs, they will update what is on their minds. These interests have associations with feelings as well as emotions. If one is happy and satisfied with a product, then it will strengthen the perception of buying interest. In addition, other factors that influence consumer purchasing interests include environmental factors. In other words, the surrounding environment also influences consumer purchase interests, especially in product selection. Moreover, good marketing is also a factor in attracting consumer buying interests (2). Some things that affect purchasing intent, according to previous research, are e-WOM (3), promotions, prices, product quality, and product image (1). Some other studies reveal that the influence of these factors is mediated by brand image variables. (4) (5).

The severity of business competition means companies have to increase brand popularity so that the brand is known and remembered by consumers. Having good product quality can be a company strategy in order to attract the attention of consumers. Building a strong brand image is one of several attempts to get users familiar with the product. Besides, one way to increase the

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profit of a company's sales is by doing promotions. In order for consumers to become customers, companies need to know more details about the products they sell and research the products they produce. If the company is not sure about the goods it produces, a targeted promotion is needed, which can have a positive impact on the increase in sales. A good promotion will form an advantage for a product that can be recognized by consumers as well as cause them to be interested in buying the product. Product quality can be understood as all the characteristics of goods or services that have an influence on the fulfillment of life needs and aspirations, both expressed and implied, carried out face-to-face between the marketer of the product and the prospective buyer. Product quality becomes a key factor that can represent the value of a product offered from a consumer perspective and means consumer expectations that should have been followed.

Marketing with online shop media provides room for consumers to view and evaluate products from websites and other online platforms. Online shops also offer the possibility of transactions without a face-to-face meeting between the seller and the customer, where consumers make a purchase decision. The development of the online shop business has made competition more stringent; those who run the business need to design strategies to keep their business in competition and reach a wider customer base. In recent years, in Indonesia, there has been a trend of apps that provide online shopping activities. One of them is the Shopee app, which was launched in early 2015 in several regions of Southeast Asia, including Singapore, Thailand, Malaysia, the Philippines, Vietnam, and Taiwan. Shopee has become one of the few online applications that provide ease to the public in shopping activities as well as obtaining the required products without distances and time constraints and obtains a relatively more affordable price than conventional shopping. Although Shopee is a fairly new application with less experience than other applications, it is one of the e-commerce applications with the highest use in Indonesia. Shopee Indonesia has successfully provided online shopping facilities that have the highest brand image and purchase rate and are downloaded by the most Indonesian consumers. This app applies a strategy that is fairly competitive among other online shopping apps. Besides, features such as free shipping charges, ease of payment processing, and order tracking facilities are at the forefront of this app.

The marketing that currently has massive competition is the food industry. Various food companies competed to get ranked number one in the Best Brand of the Food Industry. One of them is instantaneous meat brands that have good marketing capabilities. Even today, the quality of Indonesian instantaneous meat products has been known abroad and has generated huge revenues. In the beginning, the market was dominated only by one big company, the Indofood CBP Sukses Makmur Tbk, which produced various kinds of food and beverages. The success of Indomie's launch to the market has led to it becoming a market leader. After that, a variety of other companies started actively shaping new innovations on instant mie products. According to the 2018-2022 top brand index data, Indomie has experienced an increase, but in the year 2019-2020 there has been a decrease due to covid-19 which has become less of its level of consumer interest in buying (6). The Central Statistical Authority (BPS) stated that the price of instantly dried pepper experienced an increase of 10.58% in August 2022 compared to the period of 2021.

Based on the above explanation, the researchers are interested in researching "The Influence of e-WOM, Promotion, Product Image, Price, and Product Quality on Consumer Buying Interest with Mediation of Product Brand Image Mie Instantly in Social Commerce".

II. METHOD

Quantitative approaches are used in the calculation of hypothesis tests that require quantitative data, using the linkert scale method, while qualitative methods are used to develop instruments, identify problems, and formulate hypotheses. Descriptive methods and explanatory methods are also used in this study to describe and explain the influence of the seven variables studied. Among them are the purchasing interest-dependent variables and the independent variable, which has five components: e-WOM, promotion, product image, price, and product quality, where all brand images are mediated. The object of the research used in this research is the community that exists in Batam City, with the population specified in this study being consumers who often consume instantaneous meat or buy instantaneous meat products in social commerce in Batam City. Samples are taken using a non-probability sampling method. This study uses the type of primary data obtained from the questionnaire distributed to the sample of respondents.

A. Data Quality Test

The research data collected was analyzed through partial least squares (PLS) using structural equation modeling techniques. (SEM). Common Method Biased (CMB) testing is performed before testing on SMART PLS to ensure that the data to be processed is not error-prone or problematic. Then a validity and reliability test and a multicollinearity test were performed to fulfill the conditions of a hypothetical test. The CMB test results indicate a variance value of 28,394%, which means less than 40%, so it can be understood that the entire variable passes the CMB testing and further analysis can still be implemented. In the outer loadings test, no indicator was found that did not meet the criteria because it had a value > 0.6. Therefore, no deletion is required since each variable has qualified.

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1. Validity and Reliability Test

Validity tests are carried out in order to find out about the questions used in the exact sudden research. If the AVE value is more than 0.5, it can be said to be a valid construction (7). The method for testing the validity of discrimination is cross-loading, which has the condition that the same indicator must be accumulated or correlated strongly with the respective variable with a value of at least 0.7 or > 0.7. Based on the table, it is seen that no indicator has a correlation value < 0.7. For that, it can be stated that all variables have met the cross-loading criteria. The rehabilitation test is directed to see whether the individual's response to the question is predictable or not. The reliability test results shown in Table 4.24 are visible if each ratio has a composite reliability above 0.7, which indicates reliability.

2. Multicollinearity Test

The multicollinearity test is carried out by looking at the Variance Inflation Factor (VIF) value. The criterion in this test is that if the VIF value is <5 then it is stated that there is no multicollinearity between independent variables. On the Table 1 shows that no VIF value is >5. So from that, it is concluded that there is no problem of multicollinearity or can be stated non-multicollinearities assumptions are fulfilled.

B. Hypothesis Testing

This test is done with path analysis (direct and indirect). This analysis aims to see if there is a correspondence in the matrix of correlation between two or more models used for comparison by the researchers. The magnitude of the relationship between variables can be seen in the path coefficients table in the area of the original column of the sample, as well as the degree of significance of the connection between the variables in the T-Statistics column. The coefficient value is said to be significant at 5% if the number of T-statistics > 1.96 or P-values < 0.05 (8). Next, a determination coefficient (R-square) test will be performed on a free or independent variable with a dependent variable to analyze the relationship between the two. Then, in a F-Size or f-square test, the value of f square is used to analyze the influence of predictor variables on dependent variables. The f square value is divided into three categories: 0.02 or weak, 0.15 or moderate, and 0.35 or large. Effect sizes less than 0.02 indicate that there is no effect (8).

III. RESULT AND DISCUSSION

This research was conducted on the people of Batam City who have bought instantaneous meat products in social commerce. The survey data is based on the distribution of quantifiers to 242 respondents distributed via social media through Google Forms.

A. Karakteristik Responden

The total number of questionnaires collected was 242 respondents. Then, there were no unfilled quantifiers and no unqualifiers that did not meet the criteria, so none were deleted. Therefore, 242 respondents were tested. Respondent characteristics can be seen in the Table 1.

Table 1. Respondent Characteristics

Variable	Frequence	Percentage (%)
<i>Sex</i>		
Male	100	41,3%
Female	142	58,7%
<i>Age</i>		
< 20 Years	42	17,4%
20-30 Years	121	50,0%
21-30 Years	1	45,0%
31-40 Years	53	21,9%
>40 Years	25	10,3%
<i>Job</i>		
Not working yet	1	4%
Student	83	34,3%
Wiraswasta	45	18,6%
Government employees /BUMN	59	24,4%
House wife	20	8,3%
Entrepreneur	1	4%
Others	22	13,6%
<i>Education</i>		

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High school	85	35,1%
Diploma	51	21,5%
Bachelor	98	40,5%
Magister	7	2,9%
<i>Income</i>		
Rp. <4.500.000	111	45,9%
Rp. 4.500.000-7.000.000	84	34,7%
Rp. 7.000.000-10.000.000	45	18,6%
Rp. > 11.000.000	2	8%

Based on gender, 100 males (41.3%) and 142 females (58.7%) were affected out of a total of 242 respondents. Based on the data, it can be concluded that the collected research data are dominated by women. The highest frequency ratio based on employment is Student/ Student with 83 respondents (34.3%). The type of education dominated by Bachelor was 98 (40.5%) and the smallest was 7 with presentation (2.9%). Income rates vary from <4.500,000 to >11,000,000. The most frequent income rates are dominated by respondents with income <4.50,000, which is 111 (45,9%).

Table 2. Respondents' Experiences With Instant Noodles

Variable	Frequence	Percentage (%)
<i>Frekuensi Pembelian Mie Instan</i>		
Tidak Sering	61	25,5%
Seing	181	74,8%
<i>Pengalaman melihat iklan Mie Instan</i>		
Pernah	230	95%
Tidak Pernah	12	5%
<i>Merek yang disukai</i>		
Indomie	124	51,2%
Mie sedaap	60	24,8%
Samyang	26	10,7%
Richeese	1	4%
Lemonilo	31	12,8%

Regarding the frequency of purchase of instant product, it can be noted that respondents did not often buy the number of respondents as 61(25,5%), and consumers who frequently buy a number of 181(74.4%) out of a total of 242 respondents. As many as 230 (95%) respondents have seen an instantaneous product advertisement on social commerce. The most preferred product type is the indomie brand with a frequency of 124 respondents or (51.2%) of a total of 242 respondents collected. Based on topbrand.com 2022 data, this type of indomie brand is the most popular among consumers and is ranked first on shopee sales data.

B. Deskriptive Analysis

Based on the descriptive statistical table (Table 3), it can be seen that the amount of data collected on each variable amounts to 243. Of the 243 sample data points processed, the E-WOM variable had the smallest value of 1.67 and the largest value of 5.00. This means that respondents answered a questionnaire with the lowest score of 1.00 and the highest number of 5.00, with a mean value of 4.0055.

In addition, the variable has a standard deviation value of 0.86082, or 21.4% of the mean. The results showed that respondents' responses were not very varied and tended to have uniform perceptions. It's a good perception that the average respondent agrees with the statement of the variable. This indicates that respondents often access and read product reviews online.

The promotional variable has a minimum score of 2.00 and a maximum score of 5.00, which means that respondents answer the questionnaire on promotional variables with the lowest score of 2.00 and the highest value of 5.00. In addition, the promotional variable has an average value of 4.0343 as well as a standard deviation value of 0.81154, or 20.1% of the average value. The results suggest that the data is not very varied and tends to have uniform crossovers. The perception is that the average respondent agrees with the statement of the variable. This indicates that most respondents felt that the promotion carried out by Brand Mie Instant attracted their interest.

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Table 3. Descriptive Analysis

Variabel	N	Minimum	Maksimum	Mean	Std.Deviasi
E-wom	243	1,67	5,00	4,0055	0,86082
Promotion	243	2,00	5,00	4,0343	0,81154
Product image	243	1,50	3,75	2,9794	0,64490
price	243	2,00	5,00	4,0384	0,83616
Brand Image	243	2,00	5,00	4,0974	0,84313
Product quality	243	2,33	5,00	4,0110	0,81417
Purchase intention	243	2,67	6,67	5,2977	1,10372

The product image variable has a minimum value of 1.5 and a maximum value of 3.75. This means that the respondents answered the questionnaire with the lowest value of 1.5 and the highest value of 3.75. Besides, the product image variable also has an average value of 2.9794 as well as a standard deviation value of 0.64490, or 21.6% of the average value. The results suggest that the data is not very varied and tends to have uniform crossovers. The perception is that the average respondent agrees with the statement of the variable. It can also indicate that most respondents feel that Mie Instant products have a good product image with distinctive flavors, attractive packaging, unique menus, and cheap prices.

The price variable has a minimum value of 2,00 and a maximum value of 5,00. This means that respondents answer questionnaires with the lowest value of 2.00 and the highest number of 5.00. In addition, the price variables also have an average value of 4.0384 as well as a standard deviation value of 0.83616, or 20.7% of the average value. Based on these figures, it can be seen that the data tends to be unvariable. However, respondents tend to have a uniform perception that most feel that the price of Mie Instant products corresponds to the product offered.

The Product Quality variable has a minimum value of 2.33 and a maximum value of 5.00. This means that the respondents answered a questionnaire with the lowest value of 1.67 and the highest value for 5.00. In addition, the product quality variable also has an average value of 4.010 as well as a standard deviation value of 0.81417 or 20.3% of the average value. The results suggest that the data tends to be unvariable and tend to have uniform crossovers. The perception is a good perception that the average respondent agrees with the statement of the indicator on the variable. It indicates that most respondents feel that the instantaneous meat product has good quality with a variety of variants and is safe to consume.

The Brand Image variable has a minimum value of 2.00 and a maximum value of 5.00. This means that respondents answered a questionnaire with the lowest score of 2.00, and the highest value is 5.00. In addition, the Brand Image Variable also has an average value of 4.0974 as well as a standard deviation value of 0.84313 or 20.6% of the average value. The results suggest that the data tends to be homogeneous and only slightly variable and tend to have uniform sides. The perception is a good perception that the average respondent agrees with the statement of the brand image variable.

The Buy Interest variable has a minimum value of 2.67 and a maximum value of 6.67. This means that the respondents answered the questionnaire with the lowest score of 2,67 and the highest value of 6,67. Besides, the Buy Interests variable also has an average value of 5.2977 as well as a standard deviation value of 1.10372 or 20.8% of the average value. High standard deviation values describe data on variables that are increasingly variable and tend to differ from one another. That is, each respondent has a different response to cosmetic price liability. It's because everyone avoids the cost or price of being subjective and different to be able to decide to buy a product. However, most respondents agree with the statement of the variable. It can also indicate that the majority of respondents have an interest in buying and interested in recommending to others.

C. Analisis Korelasi

In this study, hypothesis testing using Path Coefficients tests after previously conducting Common Method Biased, Outlier, and Multicollinearity tests has met the assumptions and conditions of doing this test.

Table 4. The Result of Path Coefficients Test

	Original sample	Sample mean	Standard deviation	T statistics	P-values
E-wom -> Purchase Intention	0.167	0.165	0.080	2.095	0.018
Price -> Purchase Intention	0.235	0.228	0.089	2.632	0.004
Product Image -> Brand Image	0.543	0.542	0.088	6.158	0.000
Product Quality -> Purchase Intention	0.308	0.311	0.093	3.318	0.000
Promotion -> Brand Image	0.389	0.390	0.093	4.193	0.000

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Promotion -> Purchase Intention	0.249	0.255	0.101	2.454	0.007
Promotion -> Brand Image -> Purchase Intention	0.319	0.307	0.142	2.245	0.013
Product Image -> Brand Image -> Purchase Intention	0.248	0.248	0.115	2.149	0.016

Hypothesis 1 (H1): E-Wom influences Purchase Intention

An influence is considered significant if it has a T-Statistics value > 1.96 or P-Values < 0.05. Based on the results of the direct effect test. This suggests that E-Wom has a significant influence of 0.167 on the Purchase Intention. That is, the higher the E-wom given will lead to an increase in the purchase intention. The results of this study are consistent with previous studies (9)(10). Eman's research finds that brand recommendations by digital influencers (e-WOMs) influence the desire to buy on recommended brands (11).

H2: Promotion influences Purchase Intention

Based on the results of the direct effect test, the relationship between promotion and purchase intention has a T-Statistics value of 0.101 and P values of 0.007. This indicates that the promotion has a significant influence of 0.249 on the purchase intention. This means that the higher the value of the promotion, it will result in an increase in the purchase intention. The results of this study are in line with previous research by Herby which stated that promotions, and prices have a significant influence on purchasing intentions (12). The results were also obtained by Suyaman, which also showed that the promotion was positively linked as well as significantly to buying interest. This relationship has strong properties of both directions (13).

H3: Product Image influences Brand Image

Based on the results of the direct effect test, the relationship between product image and purchase intention has a T-Statistics value of 6,158 and a P value of 0,000. This indicates that product image has a significant influence of 0.543 on Brand Image. That is, the higher the value, it will result in an increase in the Brand Image itself. The results of this study are consistent with previous studies.

H4: Price influences Purchase Intention

Based on the results of the direct effect test, the relationship between Price and purchase intention has a T-Statistics value of 2.632 and a P value of 0.004. This shows that Price has a significant influence of 0.235 on purchase intentions. In other words, the higher the value of the price, it will lead to an increase in the purchase intention. The results of this study are consistent with previous studies. These results are in line with previous research by Herby, who stated that promotion and price have a significant influence on purchasing intent, where the relationship between the two is significantly positive (12).

H5: Product Quality influences Purchase Intention

Based on the results of the direct effect test, the relationship between Product quality and purchase intention has a T-Statistics value of 3,318 and a P value of 0,000. This shows that Product quality has a significant influence of 0.308 on purchase intentions. In other words, the higher the value of the product quality, it will lead to an increase in the purchase intention. The results of this study are consistent with previous product quality studies that influence consumer purchasing interests with significant positive relationships (1). Also with the research the quality of the product has a relationship with the purchasing interest by the consumer on Ole-Ole Futsal Bung Tomo, the better the customer's view on the product quality that has Ole-Tomo's products the higher the interest consumer buys (14) (15)

H6: Promotion influences Brand Image

Based on the results of the direct effect test, the relationship between Promotion and purchase intention has a T-Statistics value of 4.193 and a P value of 0,000. This indicates that the promotion has a significant influence of 0.389 on the brand image. The results of this study are consistent with previous studies.

H7: Promotion influences the purchase intention mediated by Brand Image

Based on the results of the direct effect test, the relationship between promotion to purchase intention mediated by the brand image has a T-Statistics value of 2.245 and a P value of 0.013. This indicates that the relation between the promotion to buy intention Mediated by brand image had a significant influence of 0.319 on the brand Image. In other words, the higher the value of the promotion to the purchase intention mediated by the given brand image will result in an increase. On the contrary, when the value of the promotion to the purchase intention mediated by the given brand image does not match, it will experience a decrease in the results of this research as well as previous research.

H8: Product Image influences purchase intention mediated by Brand Image

Based on the results of the direct effect test, the relationship between product image and purchase intention mediated by brand image has a T-Statistics value of 2,149 and a P values value of 0.016. This shows that the relation between the product image to purchase intentions medied by brand images has a significant effect of 0.248 on the brand image. In other words, the higher the

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value generated by the product image against the purchase intention mediated by a given brand image will result in an improvement. On the contrary, when the value of the product image against the purchase intention mediated by the given brand image does not match, the results of this research will fall as strongly as previous research.

In this study, there are three endogenous variables that have R Square Adjusted counts namely Brand image and Purchase intention. The three measurement criteria for R Square adjusted consist of 0.75 or high, 0.50 or medium, and 0.25 or low. The results of R Square Adjusted in this study can be found in the Table 5.

Table 5. The Result of R Squares Adjusted

Variable	R-square	R-square adjusted	Description
Brand Image	0.827	0.825	Strong
Purchase Intention	0.821	0.818	Strong

Based on Table 5, the results of the R Square Adjusted test showed that brand image has a percentage of 82.5%, which means brand image is influenced by product image and promotion of 82.5%. While the other 17.3% is affected by other factors. Further on the Purchase Intention variable obtained R-square adjusted value of 81.8%. In other words, purchase intention is influenced by E-WOM variables, promotion, price, and product quality, at 81.8 per cent while 18.2 per cent is affected by other factors.

Table 6. The Result of F Square Test

	Sample Mean	Description
Product Image->Brand Image	0.321	Besar
Promotion->Brand Image	0.164	Sedang
E-wom -> Purchase Intention	0.037	Kecil
Price-> Purchase Intention	0.048	Kecil
Product Quality-> Purchase Intention	0.098	Kecil
Promotion-> Purchase Intention	0.061	Kecil

The f-square value is used to find the influence of predictor variables on dependent variables. The value of f square is 0.02 as small, 0.15 as medium, and 0.35 as large. A value less than 0.02 can be ignored or considered to have no effect (16) (Sarstedt dkk., 2017). In addition, other variables such as E-WOM, Price, Product Quality, and Promotion have a small/weak influence on purchase intention. Overall, Product image is the variable that most affects brand image by 0.321. Moreover, the most influential variable is product quality with an influence of 0.98.

Table 7. The Result of SRMR Test

	Saturated model	Estimated model
SRMR	0.051	0.051
d_ULS	0.654	0.670
d_G	0.729	0.745
Chi-square	965.121	976.655
NFI	0.815	0.813

SRMR is a correlation matrix match measurement in a model. According to the Rule of Thumbs, a model is said to fit or match the data when it meets the SRMR value < 0.1. The output in Table 7 indicates that the SRR value has met the criteria because it is less than 0.1. From that, it can be concluded that the model meets or matches the data.

CONCLUSION

This study found that the relationship between promotion and product image to the purchase intention mediated by brand image had a significant effect of 0.248 on the brand image. Purchase intention was influenced by the variables E-WOM, promotion, price, and product quality, as much as 81.8%, while 18.2% was affected by other factors.

Further researchers are expected to add other variables that affect Purchase Intention and expand the scope of the research. Furthermore, it is recommended that companies be able to maintain and improve the quality of products and product image, and

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promote products wisely. In addition, companies are also recommended to conduct market surveys before setting prices so that the prices set are affordable to customers and in accordance with the benefits given.

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