

The Role of Brand Ambassador and Electronic Word-of-Mouth in Predicting Purchase Intention

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Abstract

Beauty trends and Indonesian women are inseparable and make the cosmetic industry have the potential to continue to grow in the future. Recent media promotion trends show that Instagram is an essential medium for companies engaged in the cosmetic industry. The results of research conducted by the Zap Beauty Index in 2020 showed that as many as 77.2% of Indonesian women use social media Instagram to find body care and beauty products. The purpose of this study is to analyze the role of brand ambassadors and three dimensions of eWOM: the eWOM quality, eWOM quantity, and the sender's expertise in predicting purchase intention. This study is based on a survey of 400 online respondents. This research uses descriptive and SEM-PLS analysis techniques. Based on the study results, it can be concluded that brand ambassador, eWOM quality, eWOM quantity, and sender's expertise have positive and significant influences in predicting purchase intention. As a managerial implication, our findings can help strategic marketing managers and marketers to focus on the identified factors that drive purchase intention.

Peran Brand Ambassador dan Electronic Word-of-Mouth dalam Memprediksi Purchase Intention

Abstrak

Tren kecantikan dan perempuan Indonesia tidak bisa dipisahkan, sehingga industri kosmetik memiliki potensi untuk berkembang dengan baik di masa depan. Berdasarkan pada hasil survei Zap Beauty Index 2020, 77.2% perempuan Indonesia menggunakan Instagram untuk mencari referensi produk perawatan dan kecantikan. Tujuan dari penelitian ini adalah untuk menganalisis peran brand ambassador dan tiga dimensi eWOM, yaitu eWOM quality, eWOM quantity, dan sender's expertise dalam memprediksi purchase intention. Studi ini berdasarkan survei terhadap 400 responden online. Teknik analisis yang digunakan pada penelitian ini adalah analisis deskriptif dan SEM-PLS. Penelitian ini menemukan bahwa brand ambassador, eWOM quality, eWOM quantity, dan sender's expertise berpengaruh positif dan signifikan dalam memprediksi purchase intention. Sebagai implikasi manajerial, temuan kami dapat membantu manajer pemasaran strategis dan pemasar untuk fokus pada faktor yang diidentifikasi dalam mendorong purchase intention.

JEL Classification: M30, M31, M37

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INTRODUCTION

The cosmetics industry is developing rapidly, so the skincare industry can develop well in the future (Elwafi, 2020). The need for skincare products is growing rapidly. This situation encourages various companies engaged in the beauty and personal care sector to create and innovate the quality products that consumers are looking for to win the market.

Indonesia's cosmetics industry grew the fastest, reaching its peak in 2014 (14.95%) and the national cosmetic industry market in Indonesia have increased by 10.54% annually. The increase in growth of cosmetics in Indonesia in 2020 reached 9.39%. The increase in the cosmetics industry is driven by a variety of cosmetic products that are developing in Indonesia, namely foreign products, and domestic products. The times are increasingly rapid, making people's lifestyle needs increase. The increasing demand for people's lifestyles is driven by trends in society about the importance of body care, and this trend makes the cosmetic industry grow. The company produces cosmetics for women, men, and children.

Wardah is the first position which has been named the most popular makeup brand for women with the most significant percentage of 57.3% which shows Wardah is more attractive in the eyes of customers compared to other competitors such as Maybelline, Emina, Pixy, Viva, Purbasari, L'Oréal, Sariayu, Make Over, and Oriflame.

Consideration women buying beauty products overall, more than half of Indonesian women, as much as 65.4%, to make sure the beauty products they choose are safe. Products that are safe to use or have a BPOM label make Indonesian women feel safer when using them. In addition, product reviews 64.7% also encourage women to consider buying a beauty product. Women's desire to look beautiful has evolved into a primary need. The growing number of internet users support this phenomenon, representing a potential cosmetics industry market.

The utilization of internet user has now become a way of life for Indonesian. Internet penetration in Indonesia has increased by 73.7%. A total of 196.7 (8.9%) million people out of 266.9 million people in Indonesia have used the internet.

The positive effect of Indonesia's rise in internet users is a significant increase in communication abilities, broadening the scope of WOM communication and impacting eWOM communication significantly. Word-of-mouth has gained new meanings due to the internet's extensive reach, transparency, and accessibility. That is why marketers are still interested in engaging in WOM activity (Kozinets et al., 2010).

Marketing over the internet is entirely beneficial for companies because the services system is very efficient and reasonable can save time for marketing the products and services. Internet marketing enables marketers to reach their target audience directly. Trust among internet users is another factor which is known to influence eWOM, there by generating consumer buying interest positively (Farzin & Fattahi, 2018). Trust is crucial in influencing others to judge a product or brand's information. People can be motivated to act or follow others' advice, information, or knowledge with good trust (Melinda et al., 2018). In addition, the content provided by other consumers regarding product information on the internet as a source of information is more and more interesting than the content provided by companies in promoting their products (Huang et al., 2018). Advertising is one of the company's marketing communications that uses direct, persuasive communication with the target audience to get customers to buy from the company. In advertising, marketing communication is considered one of the things that must be considered. Every company must be selective in choosing who will deliver advertising messages to promote their products or services as a means of promotion. The use of brand ambassadors can be an alternative step. For products promoted through advertisements to be attractive to potential consumers, it is necessary to have the support of brand ambassadors in delivering messages in advertisements.

In early February 2021, sales for beauty products in the marketplace reached IDR 963 billion. Total sales of the Wardah brand on February 1-18, 2021, amounted to IDR 13.4 billion with a total transaction of 391,526 transactions. Wardah's sales data shows that the best-selling products in early February 2021 were lipstick products with total sales reaching IDR 2 billion with 60 thousand total transactions, followed by facial moisturizers with total sales of IDR 1.8 billion with 56 thousand total transactions and the powder category was ranked third with total sales of IDR 1.25 billion with 35 thousand total transactions. The best-selling product in the lipstick category is Wardah Colorfit Velvet Matte Lip Mousse.

Eventhough Wardah has good sales, Wardah must still do the right strategy in maintaining consumers' purchase intention to increase sales. Consumer purchase intention refers to a particular product or service as the most accurate predictor of buying behavior (Bataineh, 2015). Marketing through the internet, which is widely accessible, has made it easier for potential consumers to get information about a product or brand provided by other internet users, namely in eWOM. Given the extent of internet access that the entire world can access, the information that customer get from eWOM helps them increase their purchase intention. After they get various kinds of information in the form of eWOM, they will evaluate the goods and brands that are suitable and needed. After that, they will follow the advice or information other consumers give. Thus, eWOM affects consumer buying interest (Kim et al., 2018).

EWOM is one of the most trustworthy forms and has a positive effect and can increase higher purchase intention for the organization caused by eWOM given by other consumers (Godes & Mayzlin, 2009; Lin et al., 2013; Utami et al., 2020). In addition, the eWOM can positively influence public opinion more easily and quickly accessed by others. EWOM is an essential source for consumers in influencing purchase intention. Product recommendations influence potential customers and user experi-

ences posted online. EWOM is an essential means for consumers to obtain information about a product or service quality because it can effectively reduce the risks and uncertainties they recognize when purchasing a product or service (Thompson, 2003). As a result, eWOM has the potential to influence further their decision-making and intent to buy (Chatterjee, 2001; Chevalier & Mayzlin, 2006).

An increase in purchase intention means an increase in the probability of making a purchase (Melinda et al., 2018). Purchase intention arises when someone has received sufficient information to identify the desired product (Chinomona, 2013). One of the strategies that must be considered is the marketing strategy. Therefore, if Wardah wants to build profitable relationships with customers, one of its marketing strategies, advertising, needs to be improved. A marketing strategy that can be done is advertising. Advertising is various forms of valid promotions carried out by a company to inform a product to generate buying interest and consumer curiosity (Kim & Hwang, 2022). The highest purchase intention reference of beauty products is through Instagram with 77.2% .

As time goes by, with increasing cosmetic trends, more companies used brand ambassadors as a marketing strategy to promote their products. One of them is Wardah. Wardah does not use the well-known celebrity as a brand ambassadors to promote its products. Brand ambassadors are mediators between internal and external brand management that significantly impact customer perceptions of product brands confirming brands with their reputation (Sadra-badi et al., 2018).

Wardah called its brand ambassadors inspiring women. Through the image of well-known celebrities, brand ambassadors aim to expand the target market's reach and boost product popularity. Therefore, careful screening is required when selecting brand ambassadors because they must reflect the company's desired product image (Utami et al., 2020). For the company, the influence of celebrities as brand ambassadors is considered very important be-

cause the customer can get the opportunity to know the product information before they buy it. Meanwhile, on Instagram many online reviews about Wardah Colorfit Velvet Matte Lip Mousse which is an eWOM, but the use of Wardah hashtags on Instagram in the fourth position after Innisfree, Laneige, and Nature Republic. EWOM provided by consumers about a product is the most important thing. Consumers tend to look for product reviews online to get information to identify certain products that will eventually form a purchase intention (Jalilvand & Samiei, 2012). Through digital commercials where customers can share their reviews and comments, EWOM is an internet-based informal communication related to information on certain goods and services addressed to prospective buyers so that they are interested in buying decision (Mariasih & Setyaningrum, 2021). EWOM is powerful because of its speed and reach, which is easily accessible to many people. EWOM information can reduce the time and effort of prospective buyers in making decisions and contribute to achieving more satisfying purchase decision results (Pentury et al., 2019). The breadth of eWOM coverage and the ease of accessing reviews can significantly affect a company's performance in generating consumer buying interest. Therefore, businesses are increasingly attempting to comprehend the factors influencing EWOM usage and its impact (Rosario et al., 2020).

Thus, potential consumers are looking for high-quality Electronic Word of Mouth, which means reliable and valuable. This is a crucial step in making product purchases because consumers cannot feel the product in a traditional store (Dellarocas, 2003) and will be hard for people to trust or accept reviews posted on social networks if they do not provide sufficient information because consumers were previously anonymous on the internet (Ratchford et al., 2001).

All other things being equal, high-quality eWOM information typically includes product descriptions and comments that are more practical and objective. Customers will be more likely to purchase if they think the eWOM they received is high quality. As a result, it is essential to ascertain

consumers' perceptions of eWOM quality when evaluating their potential purchasing decisions. It is more related to product information and provides valuable reference information for customers to quickly learn about products, their properties, and their features to determine whether they will make a purchase. Consequently, consumers' intentions to purchase are significantly influenced by higher eWOM quality (Ratchford et al., 2001; Wei & Leng, 2017). However, customers care about truthfulness and usefulness, and good eWOM quality will increase their willingness to trust eWOM (Teng et al., 2014).

Additionally, a product's eWOM quantity, which is related to its sales volume, represents the product's popularity as an eWOM effect (Chatterjee, 2001; Chen & Xie, 2008). EWOM quantity can be known as the level of acceptance among consumers because high levels of products represent high consumer satisfaction with product quantity, reducing poor purchase intention (Lu et al., 2014). Because ratings and the number of eWOM on websites and social media can influence consumers' intentions to buy, EWOM quantity is defined as a mediator to increase product acceptance and quality. During online shopping, consumers will first get comments from previous consumers to reduce their purchase risk. By communicating with some experienced online consumers, the eWOM quantity for each product on a network platform or various social media is an important indicator for them (Wei & Leng, 2017). A more comprehensive and intuitive understanding of the product and a positive influence on intent to purchase (Liu, 2006). Chatterjee (2001) stated that after reading many comments given by other people, because they believe that many others purchase the same product, consumers will feel less anxious when making purchases, meaning that eWOM quantity positively affects one's purchase intention.

Another important thing that prospective customers should consider is the expertise of the sender. A sender's expertise is a review or information containing good knowledge of a particular product that provides reliable and trustworthy information (Wang et al., 2015).

In the case of providing eWOM, Wei & Leng (2017) stated consumers will generally be more likely to implement the information because it has been thoroughly considered, is strongly recommended by experts, and has good reference value if it is provided by an experienced individual or competent expert in a particular field. Therefore, the more knowledgeable the sender is, the more likely the customer is to make a purchase. Through online reviews, comments, and communication, customers may be influenced to adopt information and buy based on the sender's expertise (Lin et al., 2013). The sender's expertise relates to the receiver's level of perception of valuable information. Information seekers in the form of eWOM consult professionals who know more about the product. The higher the sender's expertise, the more likely is that many people will receive eWOM information. Therefore, the message's perceived credibility on the website is influenced by the credibility of the source or sender's expertise, which is an essential predictor in the early stages of consumer buying (Dou et al., 2012). Therefore, the degree to which customers believe the sender's recommendation or reviews to be accurate defines consumers' perceptions of the sender's expertise (Fan et al., 2013). The more critical and enthusiastic the sender's eWOM information is, the more impact it will have on purchase intention (Bansal & Voyer, 2000).

Regarding the points mentioned above, the importance of brand ambassador, eWOM quality, eWOM quantity, and sender's expertise for companies is still in question. For the company to meet its needs, customers and potential customers must have positive perceptions of the brand ambassador, eWOM quality, eWOM quantity, and sender's expertise. Brand ambassador, eWOM quality, eWOM quantity, and sender's expertise are all marketing mix components that can increase purchase intention.

This study was conducted to find out whether there is a positive influence between brand ambassador, eWOM quality, eWOM quantity, and sender's expertise on the purcha-

se intention of Wardah cosmetics and to answer the following questions and confirm the research hypotheses.

Hypothesis Development

The Relationship between Brand Ambassador and Purchase Intention

Using celebrities as brand ambassadors through the image of well-known celebrities aims to broaden the target market's reach and boost product popularity. Therefore, the careful screening is required when selecting brand ambassadors because they must reflect the company's desired product image (Utami et al., 2020). A brand ambassador significantly and positively influences purchase intention and boosts sales through influencing and causal factors. Consumer perceptions will always refer to the brand ambassador's image (Utami et al., 2020). Meanwhile, Saputro & Sugiharto (2018) stated the decision to make a purchase is significantly influenced by the brand ambassador. Brand ambassadors can form a brand identity, which impacts the purchase intention of Markobar products. Cece (2015) analyzed the influence of brand origin, brand ambassador, and brand image towards purchase intention. A brand ambassador influences purchase intention in Macbeth brand shoes on Sogo Galaxy Mall Surabaya. According to Mardiani and Wardhana (2018), Bandung Kunafe Cake food products concluded that brand ambassadors have a significant influence on purchase intention. Moreover, the brand ambassador influenced the purchase intention of the beauty care product MD Clinic (Ningrum, 2016). Therefore, the following hypothesis is proposed:

H1: Brand ambassador has a positive and significant influence in predicting purchase intention.

The Relationship between Electronic Word of Mouth Quality and Purchase Intention

Online review is one of the communication tools to introduce a product. These characteristics demonstrate the effectiveness of persuasive online review comments. The

review constructs of relevance, timeliness, accuracy, and completeness can be used to evaluate the quality of eWOM. To validate online reviews and comments, the practice of seeking approval can be used as an indirect advertising tool. Online retailers may be able to accommodate high-quality, favourable reviews through specific review formats (Utami et al., 2020). EWOM quality refers to how clear and how quality the content of information messages or comments conveyed by people about a particular product or service through online media (Bataneh, 2015). The quality of valuable and convincing online reviews or comments about products can substantially impact consumers who see them and influence their purchase intentions. In conclusion, eWOM quality increases purchase intention (Utami et al., 2020). Melinda et al., (2018) stated a positive and proven influence between eWOM and purchase intention. So that eWOM on Adorable Projects' Instagram account can be a high source of information in influencing someone's purchase intention. Potential consumers are looking for high-quality Electronic Word of Mouth, which means reliable and valuable. This is a crucial step in making product purchases because consumers cannot feel the product in a traditional store (Dellarocas, 2003). Huyen & Costello (2017) stated that the quality of eWOM positively effects on purchase intention of consumers in the coffee business in Vietnam. Besides that, according to Sa'ait et al. (2016) there is a positive correlation between consumer purchase intentions and eWOM elements' quality, relevance, accuracy, timeliness, and completeness. Because high-quality eWOM provides consumers with valuable reference information that enables them to learn about a product quickly, higher eWOM quality has a positive and more significant influence on consumers' intentions to make purchases (Wei & Leng, 2017). Therefore, the following hypothesis is proposed:

H2: Electronic Word of Mouth quality has a positive and significant influence in predicting purchase intention.

The Relationship between Electronic Word of Mouth Quantity and Purchase Intention

The product under discussion is well-known due to many favourable reviews. The product's numerous online studies demonstrate that people trust and endorse it. A crucial value for determining the quantity of eWOM is the total number of social media-posted online reviews. The distinction between quantity in online reviews and advertising research is that quantity in online reviews emphasizes the number of comments or thoughts rather than the number of arguments used in advertising. This belief convinces potential customers that the product is worth trying (Bataneh, 2015). EWOM quantity can be described as the total number of comments that post people through a particular platform (Cheung et al., 2009).

EWOM quantity can be calculated according to the number of reviews available or the length of the reviews (Mayzlin et al., 2014). The total quantity of online reviews represents a summary and summing up the overall product quality, which will give affect to more purchase intention from consumers. In conclusion, eWOM quantity on social networking sites positively influences consumers' purchase intention (Matute et al., 2016). In addition, quantity can be known as the level of acceptance among consumers because high levels of products represent high consumer satisfaction with product quantity, reducing poor purchase intention (Lu et al., 2014). Huyen & Costello (2017) stated the number of eWOM in coffee shops that provided by consumers has a positive influence on purchase intention.

The more eWOMs a customer has, the more likely they are to make a purchase (Cheung et al., 2009). The eWOM characteristics, which include quantity and timeliness, positively impact customer trust and significantly influence purchase intention (Xiaorong et al., 2011). The number of positive reviews or comments provided by people through the internet or online social media can reduce the perceived risk of the product or service being purchased. Thus,

it can positively influence consumers' purchase intention (Lee et al., 2008). Consumers' cognitive levels and the number of consumers who have obtained information from the information market are positively impacted by the amount of information provided by individuals (Liu, 2006). After reading many other people's comments, EWOM quantity positively affects one's purchase intention (Chatterjee, 2001). Meanwhile, Wei & Leng (2017) stated that eWOM quantity significantly and positively influences consumer purchase intention, consumer purchase intentions are influenced more by the quantity of eWOM. Therefore, the following hypothesis is proposed:

H3: Electronic Word of Mouth quantity has a positive and significant influence in predicting purchase intention.

The Relationship between Sender's Expertise and Purchase Intention

The sender's expertise is another factor that influences purchase intent. Values include authority, expertise, and competence to assess a product's expertise. Companies should be careful to handle such reviews because the results show the expertise of the sender is a big part of eWOM. Online reviews provided by the sender with product-related expertise increase consumer confidence in the product. Because expert knowledge produces reliable and credible information about the product, talented labels persuade potential customers to purchase the item (Hosein, 2012).

Consequently, it has an impact on customer perceptions and intentions to buy. In conclusion, consumers' intentions to buy are positively and significantly influenced by the sender's expertise. The sender's level of knowledge and proximity or circumstances affect a person's willingness to purchase a product (Hosein, 2012). Through online reviews, comments, and communication, customers may be influenced to adopt information and purchase based on the sender's expertise (Lin et al., 2013).

Based on the influence of eWOM on consumer purchase intention, Bansal & Voyer

(2000) directly demonstrate that the sender's eWOM positively influences purchase intention. Wei & Leng (2017) stated the sender's expertise significantly influences a customer's purchase decision. Because it has been thoroughly considered, is strongly recommended by experts, and has good reference value, consumers will typically be more likely to follow the advice in the information. Therefore, the following hypothesis is proposed:

H4: Sender's expertise has a positive and significant influence in predicting purchase intention.

Based on the development of the hypothesis above, the research model is:

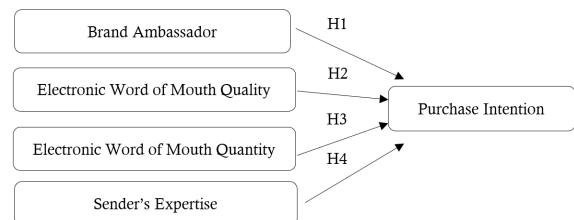


Figure 1. Research Model

METHOD

A screening question was used to select Wardah's Instagram followers as the sample for this study. Purposive nonprobability sampling was used as the method of sampling in this study. The author determines several characteristics of respondents who can be included in this study with the criteria that they are Instagram users, someone who likes to look for lipstick product references on Instagram, someone who knows local cosmetic brands (especially Wardah), and someone who knows and has seen Zaskia Sungkar x Wardah advertisements. Furthermore, data collection was carried out by distributing online using Google Forms with a total sample of 400 respondents. The questionnaire in this study consisted of seven parts: screening question, respondent's characteristics, brand ambassador, eWOM quality, eWOM quantity, sender's expertise, and purchase intention. Based on Utami et al. (2020) research, 27 question indicators were

adapted for this study's measurement of variables. This study used a Likert scale, or interval, to fill out the questionnaire. On a five-point scale, the Likert Scale measures how strongly respondents agree or disagree with the following statements: Strongly Agree (score 5), Agree (score 4), Neither Agree Nor Disagree/Neutral (score 3), Disagree (score 2), and Strongly Disagree (score 1) (Sekaran & Bougie, 2010, p. 152). Gender, age, occupation, and income were used to describe the respondents in this study.

SEM-PLS and descriptive analysis were used in this study. From the results of the questionnaire, the authors made a Likert and performed a frequency distribution and linear continuum analysis to describe respondents' perceptions based on variables. Frequency distribution is done by making the interval into five interval, namely very low (20%-36%), low (> 36%-52%), moderate (> 52%-68%), high (> 68%-84 %), and very high (>84%-100%) (Riduwan, 2012). SEM- the measurement instrument's validity and reliability were evaluated using PLS, as well as to test the relationship between the hypothesized variables. This study focuses on predicting the main target construct or identifying the driving and exploratory constructs or extensions of the existing structural theory, maximizing variance described in the dependent construct dependencies, and evaluating data quality based on the characteristics of the measurement model.

RESULTS AND DISCUSSION

Descriptive Analysis Result

The results of descriptive research, there are characteristics of 400 respondents, of which 381 respondents are female with a percentage of 95.25%, and 19 respondents are male with a percentage of 4.75%. Then from the characteristics of respondents by age, dominated by age less than or equal to 20 years, as many as 228 respondents with a percentage of 57%. Meanwhile, the characteristics of respondents based on occupation were dominated by students as many as 238 respondents with

a percentage of 59.5%, and the characteristics of respondents based on income, were dominated by respondents who had an income of IDR 1,000,000 - IDR 2,499,999 as many as 197 respondents with a percentage of 49.25%. The most significant respondents of this study are students who have an income of IDR 1,000,000 - IDR 2,499,999.

The highest score in the descriptive analysis is eWOM quantity with a percentage of 87.8% and the second-highest score is purchase intention with a percentage of 87.48%. The rest are sender's expertise with a percentage of 86.85%, brand ambassador with a percentage of 83.52%, and eWOM quality at 83.44%. It can be concluded, the respondents' perceptions of the quality of eWOM and brand ambassadors are 'high', while respondents' perceptions of eWOM quantity, sender's expertise, and purchase intention are 'very high'.

SEM-PLS Analysis Result

There are two test models for processing data using PLS, namely the assessment of the measurement model (outer model) and the evaluation of the structural model (inner model).

The Outer Model

The outer model can examine each indicator's relationship to its latent variable. There are three criteria for calculating the outer model using the PLS method and SmartPLS 2.0 software: construct reliability, discriminant validity, and convergent validity. The data is stated valid using convergent validity of each item in this study has an outer loadings value > 0.7. In addition to the outer loading, the Average Variance Extracted (AVE) value reveals the convergent validity test (Table 1). In addition to the cross-loading value > 0.7 for discriminant validity, it is also possible to observe that an indicator of a construct has a cross-loading value greater than the cross-loading value of the construct indicator in comparison to other constructs. Discriminant validity is met or valid if the AVE of the extracted mean variance must be higher than the correlation involving the la-

Table 1. Convergent Validity

Construct	Item Code	Factor Loadings	AVE
Brand Ambassador	BA1	0.884	0.776
	BA2	0.872	
	BA3	0.881	
	BA4	0.880	
	BA5	0.870	
	BA6	0.898	
EWOM Quality	EQL1	0.787	0.609
	EQL2	0.789	
	EQL3	0.759	
	EQL4	0.763	
	EQL5	0.806	
	EQL6	0.806	
	EQL7	0.705	
	EQL8	0.795	
	EQL9	0.807	
EWOM Quantity	EQN1	0.920	0.847
	EQN2	0.886	
	EQN3	0.953	
Sender's Expertise	SE1	0.943	0.846
	SE2	0.854	
	SE3	0.937	
	SE4	0.926	
	SE5	0.936	
Purchase Intention	PI1	0.807	0.719
	PI2	0.874	
	PI3	0.864	
	PI4	0.846	

tent variable. In SmartPLS, discriminant validity can be measured using Fornell Larcker Criterion and Cross Loadings. Moreover, a reliability test is a test that focused on measuring stability and consistency. The reliability can be measured by Cronbach's Alpha and Composite Reliability. The measurement indicator can be described reliability or good with the Cronbach Alpha coefficient of at least 0.7 (Table 3).

The Inner Model

The inner model is used to compare the latent variable to other variables. The value of R-square (R^2), predictive relevance (Q^2), and Goodness of Fit (GoF) are used to evaluate the structural model. The coefficient of determination or percentage of influence of one or more independent variables on the dependent variable is shown by the R-square (R^2) value. A higher percentage indicates a stronger effect, while a lower percentage indicates a weaker effect. (Table 4). The Goodness of Fit (GoF) of the inner model is measured using predictive relevance (Q^2). Predictive relevance (Q^2) is obtained from the blind-folding process using SmartPLS 2.0 software. If the endogenous latent variable has a reflective measurement model, it is suitable to use this measurement. Predictive relevance (Q^2) results are said to be good if $Q^2 > 0$, which indicates that the model has predictive relevance, whereas if $Q^2 < 0$ indicates that the model lacks predictive relevance (Table 5). Higher values of these measures are desirable because the Goodness of Fit (GoF) is a measurement used to analyze how well the specified model fits the observed or sample data (Table 6).

Table 2. Fornell Larcker Criterion

	Brand Ambassador	EWOM Quality	EWOM Quantity	Purchase Intention	Sender's Expertise
Brand Ambassador	0.881				
EWOM Quality	0.534	0.780			
EWOM Quantity	0.622	0.609	0.920		
Purchase Intention	0.744	0.740	0.838	0.848	
Sender's Expertise	0.560	0.606	0.706	0.786	0.920

Table 3. Reliability Test

Construct	Dimension	Composite Reliability	Cronbach's Alpha	Description
Brand Ambassador		0.954	0.942	Reliable
Electronic Word of Mouth	EWOM Quality	0.933	0.919	Reliable
	EWOM Quantity	0.943	0.909	Reliable
	Sender's Expertise	0.911	0.870	Reliable
Purchase Intention		0.965	0.954	Reliable

Table 4. R-square (R²)

Variable	R-Square (R ²)	Adjusted R-Square	Description
Purchase Intention	0.861	0.859	Substantial

Based on the findings (Table 2), the correlation between the latent variable and its latent variable has a square root of AVE greater than that between the two variables. It can be deduced that discriminant validity exists for all latent variables. Cross-loading correlation scores for each item's latent variables are higher than those for other latent variables. As a result, it is possible to conclude that every item in this study has discriminant validity.

Based on the findings (Table 3), the reliability test results in this study have composite reliability and Cronbach's Alpha > 0.7. Thus, the model used in this study is reliable.

Based on the findings (Table 4), the value of R² to construct purchase intention is 0.861, which means the amount of purchase intention able to be explained by the variable brand ambassador and eWOM with the dimensions of eWOM quality, eWOM quantity, and sender's expertise is 86.1%. The remaining 13.9% is influenced by other factors outside the brand ambassador and eWOM quality, eWOM quantity,

Table 7. Hypothesis Testing

Hypothesis	Path	Path Coefficient	T-Statistic	T-Table	P-Values	Description
H1	BA -> PI	0.256	10.420	1.645	0.000	Accepted
H2	EQL -> PI	0.233	7.998	1.645	0.000	Accepted
H3	EQN -> PI	0.366	11.124	1.645	0.000	Accepted
H4	SE -> PI	0.244	8.260	1.645	0.000	Accepted

Table 5. Predictive Relevance (Q²)

Variable	Predictive Relevance (Q ²)	Result
Purchase Intention	0.614	Accurate

Table 6. Goodness of Fit

Variable	GoF	Description
Purchase Intention	0.614	Large

and sender's expertise.

Based on the findings (Table 5), indicates that the test results Q² on the variable Purchase Intention for 0.614. In this variable, the value of Q² > 0 indicates that the model has predictive relevance. It can be said to have achieved a good prediction accuracy with the ability to construct a predictor in predicting the construct predictive (purchase intention) is accurate.

Based on the findings (Table 6), it shows the GoF in this study is 0.81.

Thus, the GoF in this research is included in the large GoF category.

The significance level for this research is 5% with the one-tailed test, so the t-statistic must be more than 1.645. Based on the findings (Table 7), shows that all paths have the t-

statistic > 1.645 and the p -value < 0.05 , which means the null hypothesis is rejected. Therefore, it can be concluded that all hypotheses in this study are accepted.

Discussion

Based on data processing results from descriptive analysis, respondents' responses to the Wardah Colorfit Velvet Matte Lip Mousse brand ambassador got a percentage score of 83.52%, which fell into the 'high' category on the continuum line. It means that Zaskia Sungkar's brand ambassador has done Instagram social media marketing well. Of the six statements regarding the proposed brand ambassador, the statement item that gets the highest score is the brand ambassador with the statement "Zaskia Sungkar say honestly according to the fact when promoting Wardah CVMLM" with a percentage of 85.25%. It is included in the 'very high' category if it is categorized on a continuum line. This shows that the brand ambassador is a factor that can influence prospective buyers to buy Wardah Colorfit Velvet Matte Lip Mousse products and is also in line with previous research from the results of Saputro & Sugiharto (2018), which shows that the brand ambassador can form a brand identity which in turn impacts the purchase intention of Markobar food products. And also in line with previous research from Utami et al. (2020) which said that the celebrity brand ambassador has a significant influence on the purchase intention of celebrity cakes. However, Wardah still must improve the brand ambassador used to promote its products. The statement "Zaskia Sungkar has a good personality" because it has the lowest percentage with a percentage of 81.5%, and if it is included in the continuum line, it is included in the 'good' category. This shows that prospective buyers need brand ambassadors who have good personalities. Because brand ambassadors are a form of communication to represent their products in advertising and are intended so that many people interested in seeing someone or their role model directly use the product being promoted and become one of the factors considered by potential consumers

to believe the advertising message conveyed. So, the management of Wardah should pay more attention to selecting brand ambassadors and holding various events or discounts accompanied by the proximity of the brand ambassador and prospective buyers.

Based on the results of processed data from the descriptive analysis, respondents' perceptions regarding the eWOM quality get a percentage score of 83.44%, which falls into the "high" category. It means that the electronic word-of-mouth quality of Wardah Colorfit Velvet Matte Lip Mousse on Instagram is "high" in the eyes of respondents and is good at making consumers and potential consumers interested in Wardah Colorfit Velvet Matte Lip Mousse products. Of the nine statements submitted regarding the electronic word-of-mouth quality, the statement item that received the highest score was the statement "The online review about Wardah CVMLM on Instagram is understandable for me" with a percentage of 85.45%. It can be concluded that the respondent's perceptions of eWOM quality are categorized as high, meaning that the quality of the reviews on Instagram regarding Wardah Colorfit Velvet Matte Lip Mousse is good in the respondents' eyes it is easy to understand. However, the statement item's eWOM quality must still be improved by Wardah management "In my opinion, the online reviews about Wardah CVMLM on Instagram are accurate" because it has the lowest percentage with a percentage of 81.55%. These results support the statement from Utami et al, that eWOM quality influences purchase intention by providing positive online reviews on social media that can influence people thinking when they want to decide to buy a product. Thus, potential consumers are looking for high-quality Electronic Word of Mouth, which means reliable and valuable. This is a crucial step in making product purchases because consumers cannot feel the product in a traditional store (Dellarocas, 2003). This finding can be supported and related to the theory that eWOM has a positive relationship with consumer purchase intentions Sa'ait et al. (2016) and Melinda et al. (2018)

stated a positive and proven influence between eWOM and purchase intention. According to Filieri (2014), eWOM recipients may see recent reviews and previous reviews of the product. Companies should focus on diagnostic reviews, which are assumed to reduce the negative effect of uncertainty on the adoption of information quality Pavlou et al. (2007), Wardah management needs to focus on the customer's eWOM because the more accurate the message, the more significant the customer's purchase intention. The management of Wardah has the option of creating a section on their social media accounts where previous customers' reviews of the products they purchased can be found. Include evidence in the form of videos or photographs, and remember to respond promptly and professionally. Provide a solution for every negative review provided by consumers. This can increase customer confidence in the future about the products offered.

Based on the results of processed data from the descriptive analysis, respondents' responses about electronic word of mouth quantity get a percentage score of 87.8% which falls into the 'very high' category. Of the three statements submitted regarding the eWOM quantity, the statement item that received the highest score was the statement "The number of online reviews inferring that Wardah CVMLM is popular" with a percentage of 88.15%. It can be concluded that the respondent's perceptions of eWOM quantity are categorized 'very high', meaning that the Wardah Colorfit Velvet Matte Lip Mousse product is a product that is very well known and liked by the respondents and fits their needs. However, the statement item's eWOM quantity must still be increased by Wardah management "The number of online reviews inferring that Wardah CVMLM is trendy" because it has the lowest percentage with a percentage of 87.45%. These findings are in line with previous research by Matute et al. (2016), eWOM quantity on social networking sites positively influences consumers' purchase intention. Huyen & Costello (2017) stated the number of eWOM in coffee shops that provided by consumers has

a positive influence on purchase intention. The more eWOM quantity so the greater the positive influence on consumer's purchase intention (Cheung et al., 2009). The eWOM characteristics, which include quantity and timeliness, have a positive impact on customer trust and significantly influence purchase intention (Xiaorong et al., 2011). The number of positive reviews or comments provided by people through the internet or online social media can reduce the perceived risk of the product or service being purchased. Thus, it can positively influence consumers' purchase intention (Lee et al., 2008). The number of online comments is referred to as eWOM quantity. In other words, many consumers who repost their reviews online will provide more information to other consumers, which will positively influence their purchasing decisions. According to Chevalier & Mayzlin (2006) and Lee & Lee (2009), the number of reviews provided by others through social media about the products reflects the popularity of the product. This means that the higher number of product reviews posted (eWOM quantity), the more popular the product being reviewed is. Studies show that many product reviews can increase product sales along with increasing product popularity in the eyes of consumers (Chevalier & Mayzlin, 2006; Lee et al., 2008). Thus, Wardah must maintain this by making quality products, innovating, and adapting to trends. Khan & Lodhi (2016), stated that product quality is also considered in influencing consumers to buy a product. In addition, it can increase purchase intention and bring up in the minds of consumers, which is possible by offering quality products according to consumer needs.

Based on the processed data from the descriptive analysis, respondents' responses regarding the sender's expertise in total get a percentage score of 86.85%, which falls into the 'very high' category. Of the five statements submitted regarding the sender's expertise, the highest score on the sender's expertise descriptive analysis is the statement, "In my opinion, the online review on Instagram about Wardah CVMLM that people provide is different from

other sources” with a percentage of 88.95%. It can be concluded that the respondent’s perceptions of the sender’s purchase intention. This shows that one’s expertise in writing a review about Chatime can make potential buyers feel what the reviewer thinks, so it creates interest in buying Chatime products. According to research by Ngarmwongnoi et al. (2020), regarding the reliability of review senders, respondents stated that if many people leave reviews about a product, it may mean it is good and valuable for many people and many reviewers reduce the risk. In addition, quantity can be known as the level of acceptance among consumers because high levels of products represent high consumer satisfaction with product quantity, reducing poor purchase intention (Lu et al., 2014). Wardah brand can provide more detailed product information through social media to increase the knowledge of potential buyers and cooperate with nano or micro-influencers.

Based on the processed data from the descriptive analysis, respondents’ responses regarding purchase intention in total get a percentage score of 87.48% which falls into the ‘very high’ category. Of the four statements submitted regarding purchase intention, the highest score on the item with a percentage of 88.85%, with the statement “After reading the online review about Wardah CVMLM on Instagram, I have the intention to buy Wardah CVMLM in the future”. It can be concluded that the respondents’ perceptions of purchase intention are categorized as very high, meaning that respondents’ buying interest in Wardah Colorfit Velvet Matte Lip Mousse products is very high and is influenced by reading online reviews on Instagram first. However, Wardah’s management still must improve the sender’s expertise dimension on the statement item “I will give efforts to buy Wardah CVMLM” because it has the lowest percentage with a percentage of 86%. This finding can occur if there are influencing factors. In this study, purchase intention is influenced by brand ambassadors, eWOM quality, eWOM quantity, and the sender’s expertise. So this finding is following the findings in previous studies according to Utami et al. (2020),

EWOM quantity and brand ambassadors both positively and significantly impact purchase intention. Celebrities effectively convey specific facts about celebrity cakes and are used as brand ambassadors due to their familiarity, upbeat demeanor, positive interactions with customers during promotions, and ability. In contrast, viewing significantly boosts customers’ confidence in purchasing intentions. EWOM quantity on social media positively influences purchase intention to buy (Bataineh, 2015; Matute et al., 2016). Meanwhile, Hosein (2012) and Lin et al. (2013), states sender’s expertise has a positive and significant effect on purchase intention.

Based on the results of processed data for hypothesis testing using SEM-PLS analysis, it is known that brand ambassadors have a positive and significant influence on purchase intention. This can be seen from the path coefficient value of 0.256, t-statistic of 10.420, and p-value of 0.000. Thus, the findings offer support to accept H1. This result is equivalent to previous research that brand ambassador has a positive influence on purchase intention (Cece, 2015; Mardiani & Wardhana, 2018; Ningrum, 2016; Saputro & Sugiharto, 2018; Utami et al., 2020). Utami et al. (2020) and Mardiani & Wardhana (2018) stated that The most significant influence on celebrity cake purchase intention is brand ambassadors. In addition, Macbeth brand shoes at Sogo Galaxy Mall Surabaya are influenced by a brand ambassador in a significant and favorable way (Cece, 2015). Meanwhile, Ningrum (2016) stated that brand ambassador Syahnaz has a positive influence on purchase intention of beauty care product MD Clinic. Brand ambassadors can form a brand identity, which impacts and positively influence the purchase intention of Markobar food products (Saputro & Sugiharto, 2018).

Based on the SEM-PLS analysis test results, eWOM quality has a positive and significant influence on purchase intention with a path coefficient value of 0.233, t-statistic of 7,998, and p-value of 0.000. Thus, the findings offer support to accept H2. This indicates that respondents immediately concentrate on the reviews’ content. Comments that are convincing, logical,

and clear, along with sufficient justifications for aspects of the product, have a significant positive impact on purchase intention. This finding is in line with previous research, that eWOM quality has a positive and significant influence on purchase intention (Dellarocas, 2003; Bataineh, 2015; Sa'ait et al., 2016; Huyen & Costello, 2017; Wei & Leng, 2017; Melinda et al., 2018; Utami et al., 2020) e-WOM quality, e-WOM quantity, and sender's expertise on consumers' purchase intention of celebrity cake in Indonesia (Yogyakarta, Solo, and Semarang). EWOM quality refers to how clear and how quality the content of information messages or comments conveyed by people about a particular product or service through online media. Online retailers may be able to accommodate high-quality, favourable reviews through specific review formats. In conclusion, eWOM quality improves and influences purchase intention positively (Bataineh, 2015; Utami et al., 2020). Potential consumers are looking for high-quality eWOM, which means reliability and valuable. This is a crucial step in making product purchases because consumers cannot feel the product in a traditional store. A positive and proven influence between eWOM and purchase intention. So eWOM quality can be a high source of information in influencing someone's purchase intention (Melinda et al., 2018; Dellarocas, 2003). Huyen & Costello (2017) stated that the quality of eWOM positively effects on purchase intention of consumers in the coffee business in Vietnam. The quality of eWOM elements such as the relevance of eWOM, accuracy of eWOM, timeliness of eWOM, and completeness of eWOM has a positive relationship with consumer purchase intentions. Because high-quality eWOM provides consumers with valuable reference information that enables them to quickly learn about a product, higher eWOM quality has a positive and more significant influence on consumers' intentions to make purchases (Sa'ait et al., 2016; Wei & Leng, 2017).

With a path coefficient value of 0.366, a t-statistic of 11.124, and a p-value of 0.000, it is known from the processed data for hypothesis testing using SEM-PLS analysis that the eWOM

quantity has a positive and significant influence on purchase intention. Thus, the findings offer support to accept H3. This finding is in line with previous research, eWOM has a positive influence on purchase intention (Chatterjee, 2001; Liu, 2006; Lee et al., 2008; Cheung et al., 2009; Xiaorong et al., 2011; Lu et al., 2014; Mayzlin et al., 2014; Bataineh, 2015; Matute et al., 2016; Huyen & Costello, 2017; Wei & Leng, 2017). EWOM quantity can be described as the total number of comments that post people through a particular platform and can be calculated according to the number of reviews available or the length of the reviews (Cheung et al., 2009; Mayzlin et al., 2014). Potential customers are persuaded by this belief that the product is worth trying. The total quantity of online reviews represents a summary and summing up the overall product quality, which will give affect to more purchase intention. In conclusion, eWOM quantity on social networking sites positively influences consumers' purchase intention (Cheung et al., 2009; Mayzlin et al., 2014; Bataineh, 2015; Matute et al., 2016). In addition, the level of acceptance among customers can be measured by the quantity of products because a high quantity of products indicates that customers are satisfied with the products, reducing the likelihood of making a poor purchase decision (Lu et al., 2014). The number of positive reviews or comments provided by people through the internet or online social media can reduce the perceived risk of the product or service being purchased. EWOM quantity positively affects one's purchase intention after reading a large number of comments given by other people (Chatterjee, 2001; Liu, 2006; Lee et al., 2008). Huyen & Costello (2017) stated the number of the eWOM that customers provide in coffee shops positively affects purchase intention. The more eWOMs a customer has, the more likely they are to make a purchase (Cheung et al., 2009; Lu et al., 2014; Wei & Leng, 2017). Meanwhile, Timeliness and quantity, two eWOM characteristics, positively influence consumer trust and significantly affect purchase intention (Xiaorong et al., 2011).

Based on the SEM-PLS analysis test results, the sender's expertise has a positive and significant influence on purchase intention with a path coefficient value of 0.244, t-statistic of 8.260, and p-value of 0.000. Thus, the findings offer support to accept H4. This result is in line with previous research, the sender's expertise has a positive and significant effect on purchase intention (Bansal & Voyer, 2000; Hosein, 2012; Lin et al., 2013; Wei & Leng, 2017). Based on the effect of eWOM on consumer purchase intention, Bansal & Voyer (2000) directly show that the sender's expertise in providing an eWOM positively influences purchase intention. The sender's level of knowledge, as well as proximity or circumstances, affect a person's willingness to purchase a product (Hosein, 2012). Through online reviews, comments, and information, customers may be influenced to adopt information and purchase based on the sender's expertise (Lin et al., 2013). Besides, Wei & Leng (2017) stated the a customer's decision to make a purchase is significantly influenced by the sender's expertise. Because it has been thoroughly considered, is strongly recommended by experts, and has good reference value, consumers will typically be more likely to follow the advice in the information.

Meanwhile, based on the analysis results, the value of R^2 to construct purchase Intention is 0.861, which means the purchase intention able to be explained by the variable brand ambassador and eWOM with the dimensions of eWOM quality, eWOM quantity, and sender's expertise is 86.1%. The remaining 13.9% is influenced by other factors outside the brand ambassador and eWOM variables. For further research, it is recommended to research by including other variables besides brand ambassador, eWOM, and purchase intention, so that they can provide knowledge in the field of marketing and can be compared with each other. Furthermore, the author suggests further research to learn more about eWOM on other social media such as TikTok, Facebook, YouTube, Twitter, and other business sectors or even conduct comparative research between several social media platforms.

CONCLUSION AND RECOMMENDATION

Based on the results of research and descriptive analysis; the brand ambassador (83.52%) and eWOM quality (83.44%) are a high categories in respondents' perceptions. Meanwhile, eWOM quantity (87.58%), sender's expertise (86.85%), and purchase intention (87.48%) are a very high categories in respondents' perceptions.

Besides that, based on the findings of the hypothesis testing, all paths have t-statistics > 1.645 and p-values < 0.05, indicating that the null hypothesis is rejected. As a result, it is possible to conclude that this study's hypotheses are correct. This shows that the expertise of the sender, eWOM quantity, eWOM quality, and brand ambassador all have positive and significant effects on predicting purchase intention.

Because the influencing factors of purchase intention are determined, where all variables have a positive and significant effect based on t-statistics and p-value, the Wardah brand can use variables and indicators as a reference and consideration in planning their marketing strategy to be even better. The findings in this study are expected to help the Wardah brand understand consumer perspectives that can be used for its marketing strategies. Suggestions are aimed at variable indicators that can improve consumer perceptions of the Wardah brand marketing. The following are suggestions based on each variable used in this study:

Descriptive analysis results of the brand ambassador variable found in item BA6 with the statement "Zaskia Sungkar has a good personality" it has the lowest percentage with a percentage of 81.5%. Using a brand ambassador increases attractiveness but using a brand ambassador can stimulate a person to associate himself with the brand ambassador. In addition to having good popularity, a brand ambassador must also have a good image and personality in the public's eyes so that the target audience is admired. In general, consumers will trust and listen to the voice of the brand ambassador more than the company (Nancy et al., 2020). Thus, the author suggests that Wardah should continue to use brand

ambassadors. And the goal is to attract new consumers and make old consumers more loyal to Wardah products. This can be done by creating more events to connect the brand ambassador with Wardah's potential customers. The event can be held in the format of beauty classes, talk shows, live on Instagram, meet, and greets, and others so that brand ambassadors can greet the participants and get closer to consumers or potential customers. Thus, potential consumers as participants can ask the brand ambassador directly about the Wardah product itself. To pique attendees' interest in Wardah products, event organizers can offer discount coupons, merchandise, and free samples. A brand ambassador must have a vision, love, and use the product he promotes because the brand image is attached to him, including in his daily life, so that the product's branding is successful. That is, it is known by the target market set by the company. In addition, the brand ambassador must master cosmetic products starting from the content, advantages, and prices and how to increase sales of the products they represent. In addition, the brand ambassador and the sales and marketing team create marketing strategies, especially effective branding, such as participating in marketing events held by the company. A company should not choose a brand ambassador arbitrarily because he will represent the company's products. Some important things that must be considered in selecting a brand ambassador are that the brand ambassador must have passion, professionalism, flexibility, and actively promote on social media. A brand ambassador must have a passion for representing a product and use the product being promoted to become an example and testimony for potential consumers. In addition to passion, a brand ambassador must also have professionalism and flexibility, namely maintaining the image of a brand attached to it by preserving attitude and morality. When there is an event made by the company that requires him to be present at a certain place, he must try to come to the event to promote its products and be closer to potential customers. As well as other flexibility to support the success of the

products entrusted to him. The brand ambassador must promote the products he entrusts to friends, family, and social media because this is an eWOM that can affect a person's purchase intention. In this way, the brand ambassador is also valuable for providing good reviews for the products entrusted to him. This will make customers trust the product more and impact increasing purchase intention and expected sales.

Based on the results of descriptive analysis on Electronic Word of Mouth quality, it was found that the EQL8 item with the statement "In my opinion, the online reviews about Wardah Colorfit Velvet Matte Lip Mousse on Instagram are accurate" has the lowest percentage with a percentage of 81.55%. According to Filleri (2015), eWOM recipients may see not only recent reviews but also previous reviews of the product. Companies should focus on diagnostic reviews, which are assumed to reduce the negative effect of uncertainty on the adoption of information quality (Pavlou et al., 2007). EWOM quality reflects the power of comments to convince consumers that comes from information messages conveyed by others (Bhattacharjee, 2006). Cheung et al. (2009) stated that when customers search for information, eWOM quality has an impact on customer acceptance eWOM communication channels. Information characteristics such as relevance, timeliness, accuracy, and completeness are used to measure eWOM quality (Cheung et al., 2009). In this context, individuals are less likely to trust reviews if they do not provide complete and adequate information (Ratchford et al., 2007).

Thus, Wardah management, especially marketing management, can handle negative reviews in the right way to turn them into positive ones. Respond quickly and professionally. Provide a solution for every negative review provided by consumers. A fast and good response will undoubtedly show that Wardah management does have a professional attitude, which will make consumers more confident. Wardah management can provide surveys to customers and embed rating options for each product component owned to see how much customer

satisfaction is with the product, both in terms of color, texture, characteristics, and the quality of the product itself. In the online environment, the quality of eWOM is essential. The review's content should be broad enough to be comprehensive and provide valuable and high-quality information to help people decide to buy (Nelson et al., 2005; Filieri, 2015). To further improve the eWOM of consumers, companies need to make more unique products, such as making the appearance of products more attractive and quality, which is unique in terms of model, so that the product is different from the previous product. This will increase the consumer's better judgment to recommend others to make a purchase and increase purchase intention through social media because the products are different from those previously offered. In addition, the content of reviews is crucial for consumers in choosing lipstick products, so the marketing department at Wardah needs to pay attention to any reviews that appear, particularly those that are negative, on various social media platforms and keep them current for their target audience. Wardah's management must also pay attention to his good name and the quality of the products and services offered so that consumers feel satisfied and write positive reviews on their social media about the products they buy. When consumers write positive reviews on social media about their products, they indirectly promote a product. Then Wardah's marketing management needs to make attractive and creative promotional strategies to increase product sales. So that it can entice other customers who intend to buy the product to do so, allowing customers to continue growing, according to Kotler & Keller (2016) the appeal of a message can be rational or emotional. The rational appeal is an attraction that is considered appropriate for high product quality, which is a reasonable reason for potential consumers of Wardah Colorfit Velvet Matte Lip Mousse. A practical reason is shown by the high quality of Wardah Colorfit Velvet Matte Lip Mousse products. Wardah brand must be even more active in carrying out various promotions through social media or social networking sites because of its

extensive reach. Such as inserting advertisements containing interesting promos on mixed existing social media such as TikTok, Instagram, YouTube, or other social media. Through various social media, consumers will remember the product, and when they want to buy a lipstick product, they will remember Wardah Colorfit Velvet Matte Lip Mousse. In addition, Wardah must be able to take advantage of various reviews given by consumers.

Reviews from consumers who have used their products, will make it easier for the Wardah brand to see the shortcomings of the products they offer, thereby being able to correct existing deficiencies so that negative reviews can be reduced in the future. Of course, reduced negative reviews will raise Wardah's brand in the eyes of consumers and increase consumers' purchase intention.

EWOM quantity descriptive analysis results, it was found that the EQN3 item with the statement "The number of online reviews inferring that Wardah Colorfit Velvet Matte Lip Mousse is trendy" has the lowest percentage with a percentage of 87.45%. EWOM quantity determines the popularity of the product, which may reflect the success of the product market (Lin et al., 2013). Khan & Lodhi (2016) stated that product quality is also considered in influencing consumers to buy a product. In addition, it can increase purchase intention and bring up in the minds of consumers, which is possible by offering quality products according to consumer needs. Thus, Wardah must maintain this by continuing to make quality products, innovate, adapt to trends that follow the times so that it remains known, and increase consumer buying interest so that it always appears in the minds of consumers. Follow market developments, know consumer desires, and product innovations, learn about competitors, and adapt to changes and developments. This relates to consumer needs for a product. After following market developments, the Wardah brand knows what consumers need and want. Wardah brand must be able to adapt to consumers to know what they want. In addition, the Wardah brand must be ready to accept criticism and suggestions

from consumers. In addition to paying attention to what consumers need, product innovation is critical. This is so that consumers do not get bored with the same product. Make modifications and innovations to products to increase consumer interest in the products offered. Thus, the products made have high competitiveness and can survive during heated competition. In addition, Wardah can also develop existing products to add value by improving quality, upgrading formulations, or improving packaging to make it more attractive. Maximize visual appearance such as color, shape, packaging, and so on, including how the product is delivered to customers. A solid visual display full of creativity will more easily attract consumers. An attractive appearance will also affect the number of customers so it can affect purchase intention. Providing unique services to consumers is also an innovation that can be done to remain loyal to the products offered. For example, the convenience of transacting online, free shipping, or giving a gift on his birthday will give customers a distinct impression. Wardah brand must also study each competitor well. Know the products being sold, the strategies used, and the advantages that the products have. Furthermore, the Wardah brand must be ready to face any changes and developments that occur. This emphasizes the technology aspect, so Wardah is required always to involve today's technology in its business. For example, using social media to market the products offered makes it easier for consumers to find the Wardah brand. According to the research findings, most consumers are also members of the millennial generation. Therefore, make it simple for them to locate you online and develop a one-of-a-kind customer experience, such as a Virtual Artist app that lets customers virtually test out your makeup. A skilled workforce with a high level of creativity is necessary to create innovative products. Before making innovative products, business actors must remember to upgrade employees' skills, knowledge, and skills. Putting this innovation strategy into action in today's global economy is critical to increasing a company's competitiveness. Remember that

competitors will continue to be creative, therefore never stop innovating so that the products offered remain popular in customers' eyes.

Based on the results of descriptive analysis of the sender's expertise, it was found that item SE2 with the statement "In my opinion, the persons who provided their online review on Instagram have a lot of knowledge about Wardah Colorfit Velvet Matte Lip Mousse" has the lowest percentage with a percentage of 84.6%. According to research Ngarmwongnoi et al. (2020), regarding the reliability of review senders, respondents stated that if many people leave reviews about a product, it may mean it is good and valuable for many people. Many reviewers reduce the risk. This differs from traditional WOM, where the source's credibility or sender's expertise comes from the sender known to the recipient. Therefore, the credibility of the sender and the message can be quickly built (Cheung et al., 2009). Thus, the author suggests that the Wardah brand provides more detailed product information through social media that is used to increase the knowledge of potential buyers, cooperate with nano or micro-influencers following their fields such as beauty vloggers to encourage potential consumers to review their brands with real testimonies so that it can show the different perspectives and experiences of many people, develop the audience to deepen their trust, and always promote the product consistently and sustainably. In addition, Wardah can request reviews from consumers who buy their products both online and offline in the form of photos, videos, text, or the use of hashtags that have previously tried the product. The review must be uploaded to social media. Wardah marketing management must also build good communication with consumers by building trust, preventing, and resolving problems, increasing engagement, and improving productivity. Good communication skills can help you build trust with other people. Customers may have greater confidence in the products offered if it is possible to pay close attention to complaints and accept different points of view. Good communication skills can

play a significant role in resolving conflicts or negative reviews and preventing potential disputes or bad reviews. The key to this advantage is peace of mind, and everyone can ensure that all parties are heard in finding a solution. Communication skills and the confidence that is built between Wardah management and consumers can increase mutual understanding. Priority to good communication will increase engagement or engagement with each other. The main advantage of good communication skills is increased productivity. When Wardah management can understand its role and the role of consumers, management productivity will undoubtedly be high. Through good communication, conflicts or consumer concerns can be appropriately resolved, and more synergistically, can obtain solutions. A reviewer must also have the credibility to change consumer opinions to be positive. Merely conveying a message is not enough. It must fulfill the sender's purpose so that the message conveyed becomes effective, including clear, correct, precise, reliable message elements, consideration of the recipient, and the sender's courtesy. The sender's information and review must be straightforward, simple, and systematically structured to maintain its meaning. The information that is conveyed must not be ambiguous, unclear, or in any way incorrect. Decision-making is based on communication. Decisions can be made incorrectly if the information is insufficient. Messages should be brief to make it easier to understand and take the desired actions. From the outset, the sender must be confident that the information they convey is accurate to their knowledge. Even the recipient must have faith in the message and trust the sender. Planned communication media and other physical arrangements must consider the recipient's attitude, language, knowledge, education level, and position. Additionally, the message must convey the sender's politeness, humility, and respect for the recipient.

The influence of brand ambassadors and three dimensions of eWOM: eWOM quality, eWOM quantity, and the sender's expertise in predicting purchase intention are the sole focus

of this study. In addition to brand ambassadors, electronic word of mouth, and purchase intention, additional research is recommended to incorporate other variables to compare and provide marketing knowledge. The author recommends more research to learn about eWOM on TikTok, Facebook, YouTube, Twitter, and other social media, as well as other business sectors, and even to compare several social media platforms.

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