



## Impact of Instagram eWOM on Brand Equity and Purchase Intention: A Case Study of Youtfit Customers

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### ARTICLE INFO

#### *Article History:*

Received 11 November 2023

1<sup>st</sup> Received in revised form 09 January 2024

2<sup>nd</sup> Received in revised form 06 February 2024

3<sup>rd</sup> Received in revised form 09 March 2024

Acceptance on 05 April 2024

Available online on 30 June 2024

#### *Keywords:*

eWOM Instagram, Brand Equity, Purchase Intention, Youtfit.

### ABSTRACT

The purpose of this study is to determine (1) the influence of Instagram electronic word of mouth (eWOM) on brand equity, (2) the influence of Instagram e-WOM on purchase intention, (3) the influence of brand equity on purchase intention, (4) the influence of brand equity as an intervening variable between eWOM and purchase intention. This study used a simple random sampling technique. The sample in the study was 130 respondents who were Instagram account owners who were friends with the @youtfit\_ Instagram account. Data analysis techniques use SEM (Structural Equation Modeling) Analysis analysis. The results showed that Instagram eWOM affects brand equity, Instagram eWOM affects purchase intention, brand equity affects purchase intention, and brand equity acts as an intervening variable between Instagram eWOM and purchase intention on Youtfit.

## 1. Introduction

Information technology today has shown very rapid development. Various sectors, including the business sector, have taken advantage of the development of information technology to drive the progress of their business. Product marketing is currently not only done in traditional ways or directly (offline) but also online. Online marketing (e-marketing) is a form of business from a company that aims to market its products and services and to build relationships between companies and customers through the Internet (Kotler and Armstrong, 2018). E-marketing is a marketing strategy that utilizes the Internet as a communication tool to complement traditional marketing strategies. However, e-marketing cannot replace traditional marketing strategies such as newspapers, advertisements, and all promotional activities carried out to get sales.

With the advancement of information technology, competition in marketing products is increasing. Therefore, business actors must be able to conduct in-depth analysis to reach and increase consumer interest in buying (purchase intention) of marketed products. Kinnear & Taylor (1996) interpret purchase intention as the stage of consumer tendency to act before the purchase decision is actually implemented. The definition means that purchase intention can encourage the likelihood of a consumer to make a purchase. This meaning is in line with the statement of Kotler and Keller (2016: 198) that an increase in purchase intent means an increase in the possibility of purchase.

The results show that purchase intention is influenced by brand equity, as research from Ignatius Restu Waskithoadji (2020), Hanako Fatimah Pertiwi and Effy Zalfiana Russian (2021), Erilia Kesumahati and Raymond (2021), and Shita Kurnia Ramadhani et al. (2021) who show that brand equity has a significant effect on purchase intention. These results show that when the equity of a product is better or higher, consumer interest in buying the product will be greater. The high or low level of consumer interest in buying is determined by how well consumers perceive brand equity.

The variable that also affects purchase intention, in addition to brand equity, is electronic word of mouth (e-WOM). e-WOM, according to Ismagilova et al. (2017: 18), is defined as a process of exchanging information that continues to develop and continue between actual, potential, and previous customers about services, goods, brands, and businesses for individuals and organizations through online media. Research that has examined the Effect of e-WOM on purchase intention includes Jason Artha Usbay and Randy Admi (2022), Ignatius Restu Waskithoadji (2020), Hanako Fatimah Pertiwi and Effy Zalfiana Russian (2021), Erilia Kesumahati and Raymond (2021) and Shita Kurnia Ramadhani et al (2021). The results showed that e-WOM has a significant effect on purchase intention, which means that the more submissions made by account owners from social media, such as Facebook, Twitter, Instagram or other social media, the more interest these account owners will have to buy.

e-WOM, Besides encouraging the intention to purchase, can also affect brand equity. Regard to the results of research from Ignatius Restu Waskithoadji (2020), Hanako Fatimah Pertiwi and Effy Zalfiana Rusfian (2021), and Shita Kurnia Ramadhani et al. (2021) show that e-WOM has a significant effect on brand equity. The results show that the more posts made by social media account owners such as Facebook, Twitter, Instagram, or other social media, the more it will increase the brand equity of the product.

The use of Instagram media by Youtfit in a short time has received a high response from other Instagram account owners to become followers. The number of followers from @youtfit\_ Instagram account to date is 40K followers. This condition shows the occurrence of communication through electronic media or e-WOM which is quite high among account owners on Instagram about the products offered by Youtfit. The high response from Instagram account owners to Youtfit Instagram accounts through communication between account owners shows the better equity of Youtfit products, which in turn can increase the interest of Instagram account owners to buy Youtfit products.

Based on the description above, it can be seen that there is still a gap or gap that occurs from the results of research (research gap) regarding the influence of e-WOM on purchase intention and the importance of e-WOM in influencing brand equity. In addition, the use of

social media such as Instagram has succeeded in increasing the number of customers who are interested in buying products due to the large number of communications and responses from account owners that show the superiority of the brand. In the end, this can have an impact on the interest of the account owners to buy the products sold. This condition is the motivation for the author to conduct a study entitled "Analysis of the Effect of Instagram Electronic Word of Mouth on Brand Equity and Purchase Intention (Study on Youtfit Customers)".

## 2. Literature Review

### Purchase Intention (Buying Interest)

According to Kotler and Keller (2016: 198), purchase intention is a form of behaviour from consumers who want to buy or choose a product based on experience, use and desire for a product. Purchase Intention is the tendency to buy a particular brand, which is usually based on the congruence between the purchase motive and the features of that brand (Stevina et al., 2015). Purchase Intention can be measured through the dimension of liking, which is the customer's purchase plan for a product. Really wanting, which indicates the customer's certainty of a product, and probability, which indicates the likelihood that the customer will buy the product. Several things can be used to measure purchase intention according to Schiffman and Kanuk (2007) in Iswara & Jatra (2017), namely: (1) consideration of product purchases; (2) interest in trying; (3) the desire to purchase products, and; (4) the desire to use the product.

According to (Kinnear & Taylor, 1996), buying interest is the stage of consumer tendency to act before the purchase decision is actually implemented. In line with (Howard, 1994), which argues buying interest is something related to consumer plans to buy certain products and how many units of products are needed in a certain period. From some of these theories, Purchase Intention refers to the desire of consumers to buy or own a product based on their perceptions, desires, and expectations. It can be determined through factors such as the desire to buy and the desire to be satisfied with the product.

The indicators used by Yazgan Pektas and Hassan (2020) were modified according to this study, namely;

1. Want to choose to buy Youtfit products?
2. Planning to purchase Youtfit products.
3. Trying to collect information about Youtfit products from the comments of other Instagram account owners before buying.
4. Trying to get others to buy Youtfit products.

### Brand Equity (Brand Equity)

Brand equity is a separate asset of producers that will provide meaning for consumers. According to D. Aaker (2015), Brand Equity is a set of assets and liabilities of brand names and symbols that can reduce or increase the value of a product. In other words, brand equity is an intangible asset that can only be measured, which indirectly represents potential consumers who choose a branded product or service over another product or service that provides substantially the same value. Another theory put forward by Cravens (2000: 292) in Agus Kusnawan (2018) is that Brand equity is a set of assets and liabilities associated with

a brand, name, or symbol that can increase or decrease the value of the product or service offered. Loyalty, brand awareness, perceived qualities, and associations are assets and liabilities that affect brand equity. Brand equity can be thought of as the added value provided to a product in the form of customer thoughts, words, and actions (Keller and Brexendorf, 2019).

Meanwhile, according to the opinion of K. A. Abdullah et al. (2018) in AF Romdhoni (2023), Brand equity is an aspect that distinguishes a company's products or services from other companies with the aim of meeting consumer needs. These differences can be demonstrated in symbolic, emotional, manifested, or intangible ways. Brand equity can affect consumer confidence as they make purchasing decisions. Based on several definitions of brand equity, it can be concluded that brand equity refers to the value and reliability of a product or service to its customers. It is a concept that focuses on the positive aspects of a product or service, such as loyalty, trust, and association.

The indicators used to measure this variable refer to the indicators used by Kotler & Keller (2016), which were modified according to this study, namely;

1. Youtfit products have *Brand Preferences*.  
How often and how easily customers think of brands.
2. Youtfit products have *Brand Performance*.  
How well the product or service meets the functional needs of the customer.
3. Youtfit's products have *Branding*.  
Focusing on customers' personal opinions and evaluations.
4. Youtfit products have a *Brand Feeling*.  
Customer response and reactions to the brand
5. Youtfit products have *Brand Resonance*.  
The relationship that customers have with the brand and the extent to which they are synchronized with the brand.

### Electronic Word of Mouth

An e-WOM communication is a positive, neutral, or negative statement made by a prospecting, actual, or former consumer about a product, service, brand, or company that is available to many people and institutions over the Internet. The definition of e-WOM explained refers by Ismagilova et al. (2017), namely e-WOM is any statement based on positive, neutral or negative experiences made by potential consumers, actual consumers or former consumers about products, services, brands or companies, which are available to many people and institutions through the Internet (through websites, social networks, instant messengers, news feeds and others. According to Kotler and Armstrong (2018: 515), electronic word of mouth (e-WOM) is the internet version of word-of-mouth advertising. Electronic word of mouth (e-WOM) can be in the form of websites, advertisements and mobile online applications, online videos, email, blogs, social media, and other marketing events that are so interesting that consumers are interested in sharing them with others. Electronic word of mouth is a review website identified as the second most frequently used source of information to recommend products and services.

From the above definition, it can be concluded (e-WOM) refers to positive, neutral, or negative communication between consumers, active consumers, and businesses about

products, services, goods, or companies. It includes various forms of communication, such as websites, mobile apps, videos, email, blogs, and social media, that help consumers communicate with others. E-WOM is a powerful tool for promoting products and services online.

The indicators used to measure this variable refer to the indicators used by Prasad et al. (2017), which were modified according to this study, namely;

1. Provide positive reviews related to products or brands *online* to other Instagram account owners about products from Youtfit.
2. Recommend products or brands to other Instagram account owners regarding products from Youtfit.
3. Read online product reviews from other Instagram account owners to find out opinions or impressions about products from Youtfit.
4. Feel confident to buy Youtfit products after reading comments from other Instagram account owners.

### Hypothesis

Based on the results of research results presented by Hanako Fatimah Pertiwi and Effy Zalfiana Rusfian (2021), e-WOM affects *brand equity*. This finding also shows that better e-WOM leads to higher *brand equity*. Based on the description above, the following hypothesis can be formulated:

**H1: Instagram e-WOM has a significant positive effect on Youtfit's *brand equity*.**

Research conducted by Eriia Kesumahati and Raymond (2021) Electronic Word-of-Mouth affects consumer buying interest; this shows that its influence on customer buying interest increases along with the number of *electronic word of mouth* received. This statement is in accordance with the results of research presented by Fatimah Febriani and Fendy Cuandra (2023) found that e-WOM influences consumer buying interest. Based on this description, the following hypothesis can be formulated:

**H2: Instagram e-WOM has a significant positive effect on Youtfit's *purchase intention*.**

Based on the results of research conducted by Ignatius Restu Waskithoadji (2020) state that *brand equity* affects *purchase intention*, meaning that if consumers buy goods from good or high-quality brands, they tend to buy these goods more often than other brands. For this reason, high and low *brand equity* has an impact on *purchase intention*. Because consumers already know the benefits that will be obtained and the brand of the coffee products they will buy. This research is supported by the results of Shita Kurnia Ramadhani et al (2021) also obtained the same results in their research that *brand equity* influences consumer *purchase intention*. Based on this description, the following hypothesis can be formulated:

**H3: *Brand equity* has a significant positive effect on Youtfit's *purchase intention*.**

Based on the findings of research conducted by Jason Artha Usbay and Randy Admi (2022) show that *brand equity* increases the influence of e-WOM on *purchase intention*. Because the more eWOM that is done, the better the *brand equity* of a company. The better the *brand equity* of a company, the greater the influence on *consumer purchase intent*. Based on the description above, the following hypothesis can be formulated:

**H4: *Brand equity* plays a role in mediating the influence of e-WOM on *the purchase intention* of Youtfit products.**

### 3. Research Method

#### Location and Object of Research

The object of this research will be carried out at Youtfit which is located at Jl. Jend Ah Nasution, Kendari, Southeast Sulawesi. Who uses Instagram social media as a means of marketing their products?

#### Population and Sample

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions are drawn according to Sugiyono (2019: 126). The population in this study is all Instagram account owners who are friends with Youtfit's Instagram account, which is @youtfit\_ 40K. From the total population, samples will then be taken for research needs.

The sample is part of the number and characteristics of the population according to Sugiyono (2019: 127). The sample size in this study was determined by the analytical tools used. The analysis tool used is SEM analysis, which empirically states sufficient sample size is 100-200 samples (Ghozali, 2008). So the sample taken in the study was 130 respondents with 13 statement indicators.

The criteria for respondents in this study are as follows:

1. Customers have made purchases on Youtfit and have purchased more than one time
2. The age range of respondents is 18 years old or at least 50 years old.

The number of samples is taken using simple *random sampling* techniques. The sampling procedure is as follows;

1. Send a *google form* to @youtfit\_ Instagram followers.
2. Number the population sequence using the help of *Microsoft Excel* software.
3. Perform *random sampling* using the help of *Microsoft Excel* software through the =rand() function.

#### Data Types and Sources

In this study, the data used is quantitative because it is expressed by numbers that show the value of the magnitude of the variable it represents. Data types are divided into 2, namely primary data and secondary data.

##### 1. Primary Data

The data in this study was obtained directly from the first (primary) source regarding respondents' perceptions of Youtfit contained in statements related to e-WOM, *brand equity*, and *purchase intention*.

##### 2. Secondary Data

The secondary data used in this study is in the form of documentation, articles, and data obtained through Internet media.

#### Data Collection Methods

According to Arikunto (2010: 265), data collection instruments are tools chosen and used by researchers in their activities to collect data so that these activities become systematic and facilitated by them. Data collection methods are ways to obtain data and information needed in research. Data collection in this study used:

1. Questionnaire/questionnaire

The questionnaire, which is a collection of questions or statements made based on indicators, looks at previous research and adjusts to the state of the research object. The questionnaire in this study will be sent to *Google Forms* to account owners who are followers of *Youtfit's* Instagram account.

2. Literature Study

Data collection is carried out by reading literature books, journals, and previous research that is relevant to the research being conducted.

3. Observation

In the sense of observational research is to make direct observations on the object under study.

**Data Measurement Scale**

The measurement scale uses the Likert scale. The Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2018: 152).

The Likert scale was used to obtain data on the dimensions of the variables adapted to this study. A scale containing five levels of answers, which is a scale of ordinal type as follows:

**Table 1**  
**Measurement Scale**

Information	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Totally Agree	5

**Data Processing Methods**

Data is managed using the AMOS 26.0 program after going through the stages of data processing, which include:

1. Editing

The editing process in this study is a process that aims to allow the data that has been collected to;

- a. Providing clarity so that it is easy to read has the understanding that perfect data editing will make it clearer and easier to read, thus making the data easy to understand.
- b. Consistent, this has the understanding of how questions are answered by respondents and consistency checking can detect incorrect answers.
- c. Completely, this has the sense of how much data is missing from questionnaires or interviews that have been conducted. The missing data is most likely due to respondents refusing to answer certain questions.

2. Coding

The process of giving codes in this study is a way to give certain codes to various answers from questionnaires that have been distributed to be grouped in the same category. This encoding means translating data into code and further analyzing it through the program *computer*.

### 3. Scoring

The process of determining scores or answers is carried out by making appropriate classifications and categories depending on the assumptions or opinions of respondents. In this study, the process was carried out by providing a score level. Measurement scores using the Likert scale, namely:

Strongly Agree (SS) = Weighted / scored 5

Agree (S) = Weighted / score 4

Neutral (N) = Weighted / scored 3

Disagree (TS) = Weighted / scored 2

Strongly Disagree (STS) = Weighted / scored 1

### 4. Tabulating

In this study, tabulation is a stage of data collection by grouping the answers studied into a table. With the tabulation, it can be known the number of individuals who answered certain questions so that they can be analyzed qualitatively.

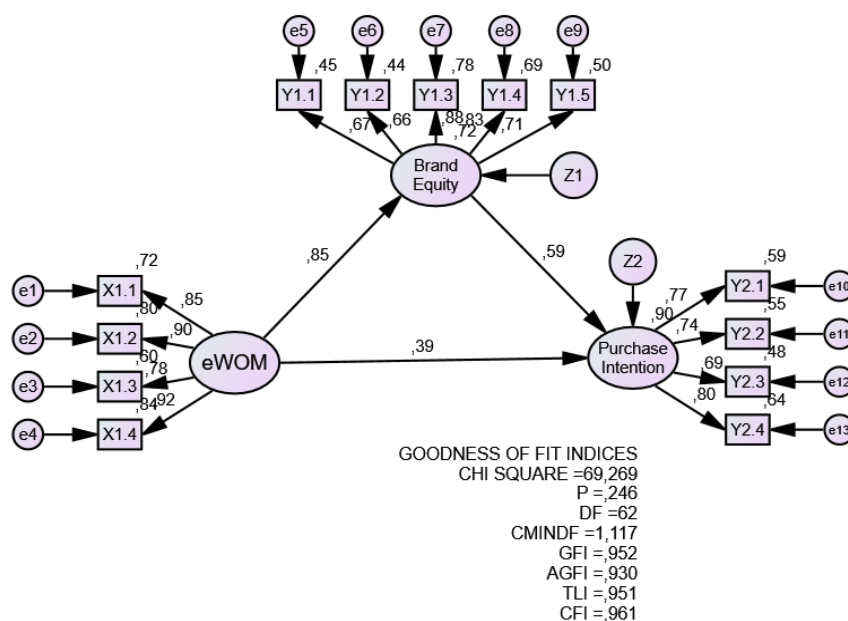
## 4. Result

### Validity and Reliability Test

The results of the validity test in this study used the *Pearson product-moment method* based on the correlation coefficient (r) and significance. If the correlation coefficient is greater than or equal to 0.3 or the significance is less than or equal to 0.05, then the instrument is declared valid. Furthermore, instrument reliability testing uses the Cronbach alpha method. If the Cronbach alpha coefficient is greater than or equal to 0.6, then the instrument is considered reliable. Based on the results of the analysis, it is known that the value of the correlation coefficient of all instruments is above 0.3, and the significance is less than 0.05. Thus, the entire instrument is declared valid. Furthermore, the value of the Cronbach alpha coefficient is all greater than 0.6, thus the entire instrument is declared reliable.

### Hypothesis Testing

The results of data processing in this study are listed in the following figure.



Scheme 1. Full Model of data processing results  
 Source: Primary data processed in 2023



### Evaluation of Goodness of Fit Criteria

Furthermore, testing the suitability of the Model in this study uses criteria: chi-square, CMIN/DF, Probability, GFI, AGFI, CFI, and TLI, as shown in the following table:

**Table 2. Model Feasibility Testing Criteria**

The goodness of the fit index	Cut of value	Model Results	Information
<i>Chi-Square Statistics</i>	It is expected that the value will be small	Chi-Square = 69,269	Fit
CMIN/DF	$\leq 2.00$	1,117	Fit
Probability	$\geq 0.05$	0,246	Fit
GFI	$\geq 0.90$	0,952	Fit
AGFI	$\geq 0.90$	0,930	Fit
CFI	$\geq 0.95$	0,961	Fit
TAG	$\geq 0.95$	0,951	Fit

Source: Primary data, processed 2023

The results of the evaluation of *the goodness of fit* criteria show that all criteria for the Model used in this study are in the fit criteria. Thus, it can be concluded that the Model is acceptable and can be used to estimate and analyze further research results.

### Testing the Direct Effect Between Variables

The direct relationship between variables in this study consists of three relationships, namely, the influence of eWOM on *brand equity*, the influence of eWOM on *purchase intention*, and the influence of *brand equity* on *purchase intention*. The results of the analysis of the three relationships are listed in the following table:

**Table 3. Testing the Direct Effect Between Variables**

Dependent Variables	Independent Variables	Estimate	S.E.	C.R.	P
<i>Brand_Equity</i>	<--- eWOM	0,851	0,044	8,965	<0.001
<i>Purchase_Intention</i>	<--- eWOM	0,389	0,090	2,249	0,024
<i>Purchase_Intention</i>	<--- <i>Brand_Equity</i>	0,595	0,214	3,088	0,002

Source: Primary data, processed 2023

The direction of the relationship between eWOM and *brand equity* is known based on the value of the regression coefficient produced. In contrast, the significance of the influence of eWOM on *brand equity* is known based on the *critical ratio* value or probability value resulting from the test. The regression coefficient value of eWOM on *brand equity* is 0.851, showing a positive or unidirectional relationship between the eWOM variable and *the brand equity variable*. It means that the more eWOM increases, the more *brand equity* increases.

The *resulting critical ratio* value is 8.965, greater than the *cut-off* of 1.96, with a *probability* below 0.001, smaller than the significance level of 0.05. Based on these results, the first hypothesis that eWOM has a significant effect on *brand equity* is accepted. It means that the

more eWOM increases, the more *brand equity* increases, with a noticeable or significant increase.

The direction of the relationship between eWOM and *purchase intention* is known based on the value of the regression coefficient produced. In contrast, the significance of the influence of eWOM on *purchase intention* is known based on the *critical ratio* value or probability value resulting from the test. The regression coefficient value of the Effect of eWOM on *purchase intention* is 0.389, indicating a positive or unidirectional relationship between the eWOM variable and the *purchase intention variable*. It means that the more eWOM increases, the more *purchase intention* increases.

The *resulting critical ratio* value of 2.249 is greater than the *cut-off* of 1.96 with a *probability* of 0.024, smaller than the significance level of 0.05. Based on these results, the second hypothesis that eWOM has a significant effect on *purchase intention*, is accepted. It means that the more eWOM increases, the *purchase intention* increases, with a noticeable or significant increase.

The direction of the relationship between *brand equity* and *purchase intention* is known based on the value of the regression coefficient generated. In contrast, the significance of the influence of *brand equity* on *purchase intention* is known based on the *critical ratio* value or probability value resulting from the test. The regression coefficient value of the influence of *brand equity* on *purchase intention* is 0.595, showing a positive or unidirectional relationship between the *variable brand equity* and the *variable purchase intention*. It means that the more *brand equity* increases, the more *purchase intention* increases.

The *resulting critical ratio* value is 3.088, greater than the *cut-off* of 1.96 with a *probability* of 0.002, smaller than the significance level of 0.05. Based on these results, the third hypothesis that states *brand equity* has a significant effect on *purchase intention*, is accepted. It means that the more *brand equity*, the more *purchase intention* increases, with a noticeable or significant increase.

### Testing of Indirect Effects Between Variables

Hypothesis testing regarding the role of mediating variables in this study using the Baron-Kenny method contained in AMOS software.

Table 4. Indirect Influence Testing

Independent Variables	Variable Mediation	Variable Dependent	Path Coefficient	Information
eWOM	<i>Brand Equity</i>	<i>Purchase Intention</i>	0,506	Coefficient of indirect influence = 0.506 > Coefficient of direct influence = 0.389
eWOM		<i>Purchase Intention</i>	0,389	

Source: Primary data, processed 2023

The results of the analysis showed that eWOM had a significant effect on *brand equity* with a path coefficient value of 0.851. *Brand equity* has a significant effect on *purchase intention*

with a path coefficient value of 0.595, and eWOM has a significant effect on *purchase intention* with a path coefficient of 0.389. The results show that these three channels have a significant effect, and the value of the indirect path coefficient of eWOM on *purchase intention* through *brand equity* is 0.506 ( $0.851 \times 0.595$ ), greater than the direct path of eWOM's influence on *purchase intent*, which is 0.389. Thus, *brand equity* mediates the influence of eWOM on *purchase intention*. Therefore, the fourth hypothesis that states *brand equity* plays a role in mediating the influence of eWOM on *purchase intention*, is accepted.

The value of the coefficient of indirect influence of the influence of eWOM on *purchase intention* through *brand equity*, which is greater than the direct influence of eWOM on *purchase intention*, shows that *brand equity* is a mediation variable, with a position as *partial* mediation. It means that most respondents will make a *purchase intention* after being mediated by *brand equity*. However, there are also respondents directly making a *purchase intention* after being influenced by eWOM.

## 5. Discussion

### The Effect of eWOM on *Brand Equity*

*Electronic word of mouth* (eWOM) in this study is measured by indicators: positive reviews related to certain products or brands, certain product or brand recommendations, reading online reviews about other people's impressions of a product, confidence in buying products, while *indicators of brand preference, brand performance, Branding, brand feeling, brand resonance measure brand equity*. The results of the analysis show that eWOM has a significant effect on *brand equity*. It means that the more customers communicate positive information about Youtfit products, the more customer equity towards Youtfit and its products will increase. The significant influence of eWOM on *brand equity* can be seen in respondents' responses to eWOM indicators and *brand equity*. The average respondent's response to eWOM indicators was quite good, as well as respondents' responses to *brand equity indicators*.

Based on the results of frequency distribution, it is known that most respondents stated that perceptions of Youtfit products and the decision to buy these products were based on information obtained by reading reviews of other Instagram account owners about Youtfit products. The owners of these Instagram accounts consult each other to collect information about Youtfit products. This condition is well realized by the leadership of Youtfit so that the information provided regarding the product is always improved and delivered with a simple and attractive design. The addition or improvement of information is carried out periodically, for example, every two weeks and every time there is a new product. The information and innovation presented have been utilized optimally by Youtfit customers to know its products, and has affected Youtfit's equity.

The influence of eWOM has been shown by the good responses of respondents regarding product quality, product suitability to customer tastes, and the increasing followers of Instagram @youtfit\_. The results of this research are in line with the results of Ignatius Restu Waskithoadji's (2020) research on e-WOM affecting *brand equity*. The results of this study are also in line with the results of research from Hanako Fatimah Pertiwi and Effy Zalfiana Rusfian (2021), which states that eWOM has a significant effect on *brand equity*.

### The Effect of eWOM on *Purchase Intention*

*Electronic word of mouth* (eWOM) in this study was measured by indicators: positive reviews related to certain products or brands, recommendations for certain products or brands, reading online reviews about other people's impressions of a product, confidence in buying products, while *purchase intention* Measured by indicators: the emergence of the desire to buy the product, there is a plan to buy the product, there is an effort that arises to find information about the product before buying, there is an effort to invite others to buy the product. The results of the analysis show that eWOM has a significant effect on *purchase intention*. It means that the more customers communicate positive information about Youtfit products, the more customers will buy Youtfit products.

The significant influence of eWOM on *purchase intention* can be seen in respondents' responses to eWOM indicators and *purchase intention*. The average respondent's response to eWOM indicators has been good, as well as respondents' responses to *purchase intention* indicators have been quite good. Based on the results of frequency distribution, it is known that most respondents stated that perceptions of Youtfit products, as well as the decision to buy these products, are based on information obtained by reading reviews of other Instagram account owners about Youtfit products. Followers often exchange information about the products they will buy on Youtfit either directly on @youtfit\_'s Instagram account or on the follower's account.

This condition is very aware of the leadership of Youtfit and always responds to information in a friendly, polite and better way if there are questions from the followers. The information that has been provided is useful for customers who will buy products on Youtfit. The influence of eWOM has been shown by the good tendency of respondents' responses to make Youtfit products into the emergence of a desire to buy products; there are plans to buy products, there are efforts that arise to find information about products before buying, there are efforts to invite others to buy products.

The results of this study are in line with the results of research from Jason Artha Usbay and Randy Admi (2022), which states that eWOM has a significant effect on *purchase intention*. However, the results of this study are not in line with the results of research from Andre Jonathan Harahap et al. (2022), which states that eWOM does not have a significant effect on *purchase intention*.

### ***The Effect of Brand Equity on Purchase Intention***

*Brand equity* in this study is measured by indicators: *brand preference, brand performance, Branding, brand feeling, and brand resonance*. *Purchase intention* is measured by indicators: the emergence of a desire to buy a product, there is a plan to buy a product, there is an effort that arises to find information about the product before buying, and there is an effort to invite others to buy the product. The results of the analysis show that eWOM has a significant effect on *purchase intention*.

It means that the better *Youtfit's brand equity*, the greater its influence on *the purchase intention* made by customers compared to other brands. The significant influence of *brand equity* on *purchase intention* can be seen in respondents' responses to indicators of *brand equity* and *purchase intention*. The average respondent's response to *brand equity* indicators was quite good, as well as respondents' responses to *purchase intention* indicators were quite good. Based on the results of frequency distribution, it is known that *Youtfit's brand equity* and *purchase intention* of

these products are based on *brand preference, brand performance, Branding, brand feeling, and brand resonance*.

This condition is well realized by the leadership of Youtfit, so that the priority of the product brand will be maintained quality, improving employee performance by providing additional knowledge and expertise. Products with *good brand preference*, in accordance with *brand performance*, and *good brand resonance*, in accordance with *brand feeling* and *Branding* to customers have been put to good use by Youtfit *branding* customers and have affected Youtfit's *purchase intention*. The influence of *brand equity* has been shown by the tendency of respondents' responses regarding *brand preference*, *brand performance suitability*, and the increasing followers of Instagram @youtfit\_.

The results of this study are in line with the results of research from Erilia Kesumahati and Raymond (2021), which states that *brand equity* has a significant effect on *purchase intention*. The results of this study are also in line with the results of research from Shita Kurnia Ramadhani et al. (2021), which states that *brand equity* has a significant effect on *purchase intention*.

### **The Role of *Brand Equity* in Mediating the Effect of eWOM on *Purchase Intention***

*Brand equity* mediates the influence of eWOM on *purchase intention*. eWOM is measured by indicators: positive reviews related to a particular product or brand, recommendations of a particular product or brand, reading online reviews about other people's impressions of a product, and confidence in buying a product. *Brand equity* is measured by indicators: *brand preference, brand performance, Branding, brand feeling, and brand resonance*. *Purchase intention* is measured by indicators: the emergence of a desire to buy a product, there is a plan to buy a product, there is an effort that arises to find information about the product before buying, and there is an effort to invite others to buy the product.

The results of the analysis show that *brand equity* plays a role in mediating the influence of eWOM on *purchase intention*. It means that the more eWOM that is done the better the *brand equity* of a company. The better the *brand equity* of a company, the greater the influence on consumer *purchase intention*. The role of *brand equity* in mediating the influence of eWOM on *purchase intention* can be seen from respondents' responses to eWOM, *brand equity* and *purchase intention* indicators. The average respondents' response to eWOM indicators tends to be good, as well as respondents' responses to *brand equity* indicators and *purchase intention* indicators are quite good.

Based on the results of the frequency distribution of *brand equity*, it is known that these products are based on *brand preference, brand performance, Branding, brand feeling, and brand resonance*. Meanwhile, from the results of eWOM distribution, it is known that most respondents stated that the perception of Youtfit products and the decision to buy these products was based on confidence in buying products about Youtfit products. The leadership of Youtfit well realizes this condition, so Youtfit provides even better service in responding to questions from consumers on Instagram and providing more testimonials about the products sold. In addition, Youtfit also assures that the products provided are good quality products.

Especially with clothing products and accessories by maintaining product quality. There are increasing positive reviews related to a particular product or brand, recommendations of certain products or brands, online reviews about other people's

impressions of a product, and confidence in buying products made by customers. So Youtfit will increasingly provide products with good *brand preference*, in accordance with *brand performance*, and good *brand resonance*, in accordance with *brand feeling* and *Branding* to customers. It's greatly affects Youtfit's *purchase intention*.

## 6. Conclusion

Based on the results of research on "Analysis of the Effect of Instagram eWOM on *Brand Equity* and *Purchase Intention* (Study on Youtfit Customers)", the following conclusions can be drawn:

1. eWOM has a significant effect on *brand equity*. This result indicates that the increasing Instagram e-WOM carried out by Youtfit customers will show higher *brand equity* of the product.
2. eWOM has a significant effect on *purchase intention*. This indicates that the more *Instagram electronic word-of-mouth* that Youtfit customers receive, the greater the impact on *purchase intention*.
3. *Brand equity* has a significant effect on *purchase intention*. It indicates that the better Youtfit's *brand equity*, the greater the influence on the *purchase intention* made by customers compared to other brands.
4. The indirect influence of eWOM on *purchase intention* through *brand equity* is greater than the direct influence of eWOM on *purchase intention*. Therefore, *brand equity* plays a role in mediating the influence of eWOM on *purchase intention*. Thus, *brand equity* plays a role in mediating the influence of eWOM on *purchase intention*.

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