



**THE ROLE OF CSR, E-WOM, TRUST, AND BRAND
IMAGE TOWARD PURCHASE INTENTION: A CASE
OF COSMETIC CUSTOMERS OF WARDAH AT
GREATER JAKARTA**

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Probability Breakdown ⓘ
The probability this text has been entirely written by a human, AI or a mix of the two.

human 97% mixed 0% ai 3%

ABSTRACT

Purposes – The purpose of this study is to analyze the customer purchase intention towards Wardah's brand.

Design/Methodology/Approach – A quantitative method was used in this study. The data was collected through an online survey based using Google Form questionnaire. The questionnaire was filled up by 287 respondents located in Greater Jakarta, Indonesia by using purposive sampling technique. The data were analyzed by Covariance-Based Structural Equation Model (CB-SEM) using Amos.

Findings – The result shows that corporate social responsibility, e-WOM, brand image, and trust contribute to increasing the purchase intention.

Originality/Value – This research is the first research about purchase intention in the context of the beauty industry using variables of CSR, e-WOM, brand image, and trust. Furthermore, this is the first research to examine a Wardah product's purchase intention.

Keywords: Purchase Intention, Corporate Social Responsibility, e-WOM, Brand Image, Trust

TABLE OF CONTENT

PANEL OF EXAMINER APPROVAL	ii
STATEMENT OR ORIGINALITY.....	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	iv
ADVISOR'S APPROVAL FOR PUBLICATION.....	v
PLAGIARISM REPORT	vi
GPT ZERO REPORT.....	vii
CONSENT FOR INTELLECTUAL PROPERTY RIGHT	viii
ABSTRACT	x
ACKNOWLEDGMENT.....	xi
TABLE OF CONTENT	xii
LIST OF TABLES	xiv
LIST OF FIGURES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem statement.....	2
1.3 Research Questions and Purpose	5
1.4 Outline.....	5
CHAPTER II LITERATURE REVIEW	6
2.1 Purchase Intention.....	6
2.2 E-WOM.....	7
2.3 Trust.....	7
2.4 Brand Image.....	8
2.5 Corporate Social Responsibility	9
2.6 Relationship among Variables.....	10
2.6.1 Corporate Social Responsibility and Trust.....	10
2.6.2 Corporate Social Responsibility and E-WOM	11
2.6.3 Corporate Social Responsibility and Brand Image	11

2.6.4 Trust and E-WOM	12
2.6.5 Trust and Brand Image	12
2.6.6 E-WOM and Purchase Intention	12
2.6.7 Brand Image and Purchase Intention	13
2.6.8 Corporate Social Responsibility and Purchase Intention	13
2.6.9 Trust and Purchase Intention	14
2.7 Theoretical Framework	14
2.8 Research Gap	15
CHAPTER III RESEARCH METHODS	16
3.1 Research Design	16
3.2 Sampling Plan	16
3.3 Instrument/Operational definitions	18
3.4 Data Collection Design	18
3.5 Data Analysis Design	19
CHAPTER 4 RESULTS AND DISCUSSIONS	23
4.1 Respondent's Profile	23
4.2 Descriptive Analysis	23
4.3 Normality	25
4.4 Common Method Bias	25
4.5 Inferential Analysis	26
4.5.1 Goodness of fit	26
4.5.2 Construct Validity and Reliability	26
4.6 Hypothesis testing and Coefficient of Determination	27
4.7 Discussions	28
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	32
5.1 Conclusions	32
5.2 Implications	32
5.2.1 Theoretical Implications	32
5.2.2 Managerial Implications	33
5.3 Limitations and Recommendations for Future Study	34
REFERENCES	35
APPENDICES	42

LIST OF TABLES

Table 2.1 Past Studies	15
Table 2.1 Theoretical Framework.....	15
Table 3.1 Instrument Measurement	18
Table 4.1 Respondents Profile	23
Table 4.2 Corporate Social Responsibility Descriptive Analysis.....	24
Table 4.3 E-Word of Mouth Descriptive Analysis	24
Table 4.4 Trust Descriptive Analysis.....	24
Table 4.5 Brand Image Descriptive Analysis	24
Table 4.6 Purchase Intention Descriptive Analysis	25
Table 4.7 Normality Test	25
Table 4.8 Common Method Bias	25
Table 4.9 Goodness of Fit.....	26
Table 4.10 Construct Reliability and Validity	26
Table 4.11 Discriminant Validity	27
Table 4.12 Hypothesis Testing	27
Table 4.13 R-Square	28

LIST OF FIGURES

Figure 1.1 Beauty industry income growth data.....	2
Figure 1. 2 Sales Revenue Wardah in the e-commerce.....	3
Figure 1. 3 Best-Selling Local Makeup Brand in April – June 2022	3
Figure 2.1 Theoretical Framework.....	15
Figure 4. 1 Model Fit.....	56
Figure 4. 2 Hypothesis Testing.....	57