



**The Power of e-WOM in Video Commerce: Impact on
Purchase Intention and Purchase Decision of
Wardah Cosmetics**

UNDERGRADUATE THESIS

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ABSTRACT

Purpose – This study aims to analyze the effect of quality, quantity, and credibility of electronic word-of-mouth (e-WOM) on purchase intention and consumer purchasing decisions in the context of video commerce, with a case study on Wardah Cosmetics products in Indonesia.

Design/methodology/approach – A quantitative approach was used in this study, with data collection through an online questionnaire distributed using a snowball sampling technique to reach individuals who had watched video commerce and subsequently purchased Wardah Cosmetics. A total of 331 respondents were collected. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS-SEM) to test the direct and indirect effects between variables.

Findings – The results showed that the quality, quantity, and credibility of e-WOM positively influenced purchase intention and purchase decision, both directly and through the mediating role of purchase intention. Purchase intention proves to be an important mediating variable because the direct effect of the e-WOM variable on purchasing decisions is lower than its indirect effect through purchase intention.

Originality/value – This research is one of the first studies to combine the three dimensions of e-WOM quality, quantity, and credibility in one whole model and test its effects on purchasing decisions directly or through purchase intention in the context of video commerce. The findings contribute to the development of digital marketing strategies, particularly in strengthening consumer trust and the effectiveness of video content in the local beauty industry in the digital era.

Keywords – Video Commerce, Wardah Cosmetics, E-WOM, Purchase Intention, Purchase Decision.

Paper type - Research Paper

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