

e-WOM Appeal and Brand Image: Shopee's Strategy to Encourage Purchase Decision and Customer Satisfaction

Daya Tarik e-WOM dan Citra Merek: Strategi Shopee untuk Mendorong Keputusan Pembelian dan Kepuasan Pelanggan

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Article Info	Abstract
<i>Article History :</i> Received: 17 March 2025 Accepted: 07 April 2025 Published: January 2026	The era of online buying and selling is increasingly growing and impacting the development of the e-commerce industry in Indonesia. This study was conducted to analyze the appeal of e-WOM and brand image in relation to Shopee's strategy to encourage purchasing decisions and customer satisfaction. This quantitative study selected 135 respondents as a criteria-based sample, namely consumers who have used the Shopee application. Data were analyzed using multiple linear regression methods, as well as partial hypothesis testing and Sobel test. Empirical findings indicate that e-WOM, brand image, and purchasing decisions have a positive and significant influence on consumer satisfaction. Furthermore, e-WOM and brand image also have a positive and significant influence toward purchasing decisions. Keywords: Brand Image, Customer Satisfaction, e-WOM, Purchase Decision.
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Info Artikel	Abstrak
<i>Riwayat Artikel :</i> Diterima: 17 Maret 2025 Disetujui: 07 April 2025 Dipublikasikan: Januari 2026	<i>Era jual beli online semakin meningkat dan berdampak pada perkembangan industri e-commerce di Indonesia. Penelitian ini dilakukan untuk menganalisis daya tarik e-WOM dan citra merek terhadap strategi Shopee mendorong keputusan pembelian dan kepuasan pelanggan. Penelitian kuantitatif ini memilih 135 responden sebagai sampel berbasis kriteria yaitu konsumen yang telah menggunakan aplikasi shopee. Data dianalisis menggunakan metode regresi linier berganda, demikian juga uji hipotesis parsial dan uji Sobel. Temuan empiris yang diperoleh menyatakan bahwa e-WOM, citra merek dan keputusan pembelian terbukti berpengaruh positif dan signifikan terhadap kepuasan konsumen. Temuan lain adalah e-WOM dan citra merek juga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian.</i> Kata kunci: Citra Merek, Kepuasan Pelanggan, e-WOM, Keputusan Pembelian.
<i>Nomor DOI :</i> 10.33059/jseb.v17i1.11177 <i>Cara Mensitasi :</i> Nazura, A., Welsa, H., & Setiawan, B. (2026). e-WOM appeal and brand image: Shopee's strategy to encourage purchase decision and customer satisfaction. <i>Jurnal Samudra Ekonomi dan Bisnis</i>, 17(1), 1-14. DOI: 10.33059/jseb.v17i1.11177.	

INTRODUCTION

In the era of online buying and selling, the increasing use of the internet has had a positive impact on the development of the e-commerce industry in Indonesia and made the internet an essential part of people's lifestyles (Alamin *et al.*, 2023). With the growing number of internet users, the e-commerce sector is also growing rapidly every year, especially in Indonesia. E-commerce is a new system or paradigm in the business world that is transforming traditional trading methods by utilizing information and communication technology (ICT) (Rezki, 2024). E-commerce offers various advantages, such as easy access, a diverse product selection, and fast and secure transaction processes. These advantages have made people increasingly interested in online shopping, as they encourage increased sales and the growth of online businesses. This is because consumers find e-commerce very useful for shopping, where they can buy and select the desired products through a single application (Alwendi, 2020). There are many applications in Indonesia, some of the most widely used online shopping applications include Shopee, Tokopedia, Bukalapak, Lazada, Blibli, and others.

Based on the data above in Figure 1, it states that the five most visited E-commerce in Indonesia, Shopee is ranked first with 237 million visitors from January-September in 2023. Shopee is an e-commerce platform as well as an application from Southeast Asia and Taiwan for shopping, while discovering new stores and sellers online (Shopee, 2024). Since its launch in 2015, Shopee has been present to meet the needs and offer a simple, safe, and fast online shopping experience, supported by a strong payment and logistics infrastructure. By leveraging the power of technology, Shopee strives to change the world for the better by providing a platform that connects buyers and sellers in one community. Services for better consumers and to increase more benefits in online purchases, Shopee develops new strategies that influence consumers such as electronic word of mouth, brand image to create decisions to make consumer purchases and generate consumer satisfaction using the Shopee application.

E-WOM is the process of exchanging information online about brands, products, or services that have been used or are being considered, either from personal experience or suggestions from others, to shape their perceptions of the product or service before making a decision (Annisawati *et al.*, 2023). On the Shopee platform, e-WOM plays a vital role in users' online shopping experiences through the provision of review and rating features, where users can read and provide reviews of products they have purchased and provide valuable feedback for sellers to improve the quality of their products and services. E-WOM reviews on Shopee influence purchasing decisions and build trust and customer loyalty, which in turn impacts the company's image and product quality (Perangin-Angin & Othman, 2024).

Brand image is the interpretation of the perception that arises in a consumer's mind when someone thinks of a brand in the context of a particular product (Ubaidillah & Suyono, 2023). On the Shopee platform, brand image is key to the success of a product or seller. When consumers search for products on Shopee, they often rely on first impressions from product photos, descriptions, and especially customer reviews. Positive reviews and high ratings help build a positive brand image, increasing trust and increasing the likelihood of a purchase (Musprihadi *et al.*, 2024). Features like Shopee Mall, which guarantee product authenticity and offer a premium shopping experience, also strengthen the brand image of registered sellers. The end result will also generate profits for the company by attracting consumers to make purchasing decisions, and even make repeat purchases, on the Shopee platform.

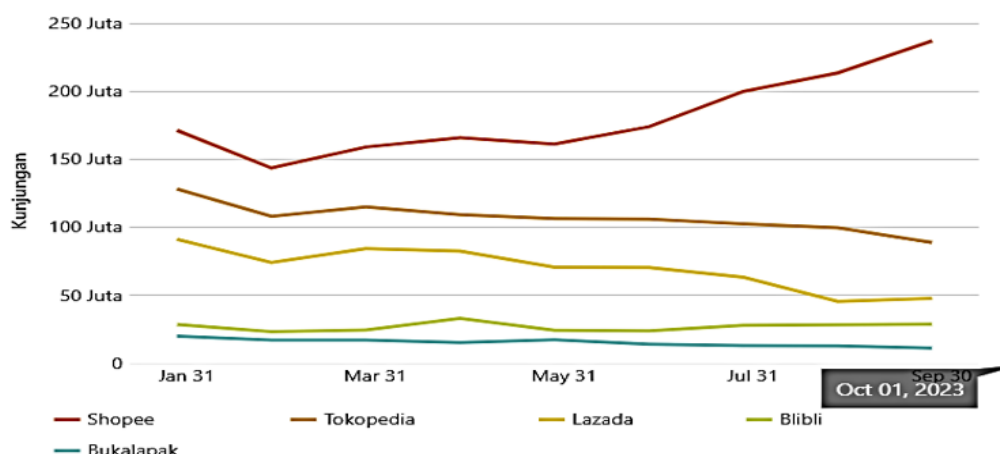


Figure 1. Five Most Visited e-Commerce in Indonesia

Source: Databooks (processed), 2023.

A purchasing decision is an action taken by consumers after deciding to purchase a product, taking into account various factors, including other aspects (Sulistiyan & Sudirjo, 2020). Factors considered in making a purchase decision are usually directly related to the website or application used to make the purchase, including reviews from previous buyers and product ratings (Amaldin *et al.*, 2024). All of these factors are related to consumer purchasing decisions on Shopee and provide an opportunity for consumers who have purchased products to express their satisfaction through the provided reviews.

Customer satisfaction is a state of pleasure or disappointment experienced after comparing perceptions or impressions of a product's performance with expectations (Prianggoro & Sitio, 2019). When consumers purchase products on Shopee, they have specific expectations regarding quality, price, delivery, and after-sales service. Through the reviews and ratings feature, consumers are able to provide direct feedback on their experiences, which directly impacts their perceptions and satisfaction with the product and seller. Positive reviews not only strengthen consumer trust in the product but also enhance the seller's reputation on the platform (Sahabuddin *et al.*, 2024). By prioritizing customer satisfaction, Shopee not only creates a pleasant online shopping environment but also builds long-term relationships with consumers, thus encouraging them to return to the platform in the future.

Of the three factors that influence customer satisfaction, e-word of mouth (e-WOM) is Shopee's primary focus in improving consumer purchasing decisions. Research conducted by Pangastuti & Tjahjaningsih (2023) found that e-WOM does not significantly impact customer satisfaction. Therefore, Shopee must carefully consider and address e-WOM. This will be a significant advantage if Shopee successfully maintains e-WOM, helping to improve its image among consumers. Therefore, it can be concluded that if Shopee successfully meets consumer perceptions and generates a sense of satisfaction, this can encourage them to experience satisfaction through their purchasing decisions. Therefore, the strategies formulated will align with improving purchasing decisions and provide maximum customer satisfaction.

This study adds an intervening variable, namely purchase decision, and adds the e-WOM variable because previous studies conducted (such as: Zanova & Hayati, 2024; Azzahra & Nainggolan, 2022; Ulhaq, 2024) did not include an intervening variable. This research is urgent because currently there are many e-commerce businesses and their competitiveness, especially the Shopee application. To be able to maintain the Shopee brand itself, research on e-WOM is needed,

besides being an important variable, this is also still rarely studied. E-WOM plays a crucial role because it can encourage customers to purchase products through positive reviews and customer satisfaction. This research is deemed essential to analyze the role of e-WOM as a strategy to increase company sales on the Shopee platform.

LITERATURE REVIEW

Customer satisfaction is the result of comparing what they expect or desire before purchasing with what they perceive as product performance after purchase (Azzahra & Nainggolan, 2022). The indicators used to measure customer satisfaction are price, service quality, product quality, emotional factors, and efficiency (Prianggoro & Sitio, 2019). This research uses the Stimulus-Organism-Response (SOR) Theory developed by (Albert & Russel, 1974). This S-O-R theory analyzes the impact that arises as a response from consumers. Stimulus is an external factor that affects a person's condition (Siahaan & Astuti, 2024).

In this study, the external factors are electronic word-of-mouth (e-WOM) and brand image which play a role in shaping consumer perceptions and decisions. The response in S-O-R theory describes the end result of a person's behavior, which can be positive or negative, depending on how the consumer processes the stimulus (Heda *et al.*, 2024). In this study, the response analyzed is customer satisfaction, which reflects the level of satisfaction after purchasing a product, which is influenced by stimuli such as positive reviews or company reputation from the influence of e-WOM promotion.

E-WOM is an opinion or review from an online community or group that generates electronic social interaction among its members and ultimately triggers increased discussion or the spread of e-word-of-mouth among its users (Nasution *et al.*, 2024). This is related to a positive attitude towards reviews or opinions given by consumers (Azzahra & Nainggolan, 2022). The indicators used in the e-WOM variable are intensity, opinion value, and content (Annisawati *et al.*, 2023). According to several previous studies, electronic word of mouth has a positive and significant effect on customer satisfaction (Cahyaningrum & Hartini, 2023; Aditya & Sri, 2023). This means that the higher and wider the spread of positive e-WOM online, the higher customer satisfaction will be. The higher the number of positive customer reviews and comments, the greater the customer's confidence in the brand. This indicates that the better the electronic word of mouth, the higher the level of customer satisfaction. Based on the reviews, the first hypothesis can be drawn as follows:

H1: e-WOM has a positive and significant effect on customer satisfaction.

Brand image is an effective tool for building customer satisfaction, therefore it is an important asset for a company and must be maintained carefully (Ali *et al.*, 2022). Although intangible, its existence can influence consumer attitudes and behavior. Brand image itself creates experiences, triggers emotional responses, and plays a crucial role in increasing consumer purchase intentions (Simbolon *et al.*, 2020). According to Ubaidillah & Suyono (2023), the indicators used in the brand image variable are recognition, reputation, and affinity. Research conducted by Handayani *et al.* (2021) states that brand image has a significant positive influence on customer satisfaction, meaning that a positive and strong brand image can attract attention and enhance customer perceptions of the brand, thereby maintaining and increasing market share. Based on the reviews, the second hypothesis can be drawn as follows:

H2: Brand image has a positive and significant effect on customer satisfaction.

A purchase decision involves the process of choosing between several options, meaning a person must consider several alternatives before finally deciding to purchase a product (Ali *et al.*, 2022). The indicators used to measure purchasing decisions are transactional decisions, referential decisions, preference decisions, and exploratory decisions (Sulistiyani & Sudirjo, 2020). Based on the previous findings, it is showed that e-WOM variables have a positive and significant effect on purchasing decisions (Kristiawan & Keni, 2020; Romadhoni *et al.*, 2023). From the reviews, the third hypothesis can be drawn as follows:

H3: e-WOM has a positive and significant effect on purchase decision.

According to research by Afrizal & Nugroho (2022) and Jushermi *et al.* (2023), a good brand image can influence online purchasing decisions. These two previous studies therefore state that brand image has a positive and significant influence on purchasing decisions. This means that the brand image is able to attract consumers' attention, so that consumers can recognize it and make purchasing decisions easily. Brand image also has a positive and significant influence on online purchasing decisions (Fajariyatusyarifah & Soebiantoro, 2023). Based on the reviews, a fourth hypothesis can be put forward, namely:

H4: Brand image has a positive and significant effect on purchase decision.

Purchasing decisions are considered to contribute significantly to increasing customer satisfaction. This argument is based on several previous studies that found a positive and significant influence between purchasing decisions and increasing customer satisfaction (Suwarno, 2022; Putera *et al.*, 2022). Based on these findings, the fifth hypothesis is formulated as follows:

H5: Purchase decision has a positive and significant effect on customer satisfaction.

METHOD

This quantitative research uses measurements based on the philosophy of positivism that examines a specific population or sample, collects data through research instruments, and analyzes the data with the aim of testing hypotheses (Sugiyono, 2021). The study used primary data obtained from online questionnaires distributed through social media. Respondents were purposively selected, namely Shopee app users in the Special Region of Yogyakarta (Sugiyono, 2021). The exact population of this study is unknown, so the sample determination used the guideline that sample size depends on the number of indicators multiplied by 5-10 (Hair *et al.*, 2019), resulting in a total of 9 respondents multiplied by the number of indicators, or 135 people.

Data collection was conducted by distributing an online questionnaire in the form of a Google Form to respondents who met the criteria, namely respondents who used the Shopee application in the Special Region of Yogyakarta. The questionnaire used a 5-point Likert scale for measurement. Data analysis methods included normality testing, multicollinearity testing, partial hypothesis testing, and the Sobel test (Ghozali, 2018). The model analysis process was carried out using SPSS version 25 software.

RESULTS

The first step in the analysis process is conducting a reliability test. An item is considered reliable if its Cronbach's Alpha value is greater than 0.5 (Ghozali, 2018). Table 1 shows that all variables or items have values greater than 0.5, thus being considered reliable.

Table 1. Results of Reliability Test

Variable	Cronbach's Alpha	Description
e-WOM	.634	Reliable
Brand Image	.620	Reliable
Purchase Decision	.658	Reliable
Customer Satisfaction	.767	Reliable

Source: Primary data (processed), 2025.

One-Sample Kolmogorov-Smirnov Test			One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual			Unstandardized Residual
N		142	N		142
Normal Parameters ^{a,b}	Mean	.0000000	Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.16909957		Std. Deviation	1.23038040
Most Extreme Differences	Absolute	.039	Most Extreme Differences	Absolute	.071
	Positive	.036		Positive	.071
	Negative	-.039		Negative	-.066
Test Statistic		.039	Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}	Asymp. Sig. (2-tailed)		.073 ^c

Normality Test Result of Equation 1

Normality Test Result of Equation 2

Figure 2. Results of Normality Test

Source: Primary data (processed), 2025.

Table 2. Results of Multicollinearity Test

Variable	Persamaan 1			Persamaan 2		
	B	Tolerance	VIF	B	Tolerance	VIF
(Constant)	.432			2.201		
EWOM	.335	.176	5.696	.628	.293	3.419
BI	.471	.251	3.983	.410	.293	3.419
PD	.686	.174	5.749			

*Equation 1= Dependent Variable: CS; Equation 2= Dependent Variable: PD

Source: Primary data (processed), 2025.

The next step is to test for normality using the one-sample Kolmogorov-Smirnov test. Data is normally distributed if the significance is greater than 0.05 (Ghozali, 2018). The results of the normality test in Figure 2 show that for the first equation which looks at four variables, namely e-WOM, brand image, purchase decision and customer satisfaction, the value of Asymp. Sig. (2-tailed) is greater than 0.05 so that the first model is also declared normally distributed. Meanwhile, Figure 2 also shows that for the second equation which looks at three variables, namely e-WOM, brand image and purchase decision, the value of Asymp. Sig. (2-tailed) is greater than 0.05 so that the second model is declared normally distributed data based on the criteria.

To determine the possibility of multicollinearity, the assessment can be seen from the Tolerance value and the Variance Inflation Factor (VIF) value. If the VIF value is <10 and the Tolerance value is >0.10, then the proposed regression model does not contain multicollinearity (Ghozali, 2018). From the results summarized in Table 2, it can be seen that both the first and second models have a Tolerance value of more than 0.10 and a VIF value of less than 10, which is in accordance with the stated requirements. Thus, it is stated that the first and second equations in this study do not experience multicollinearity.

Table 3. Partial Test Results of Equation 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.432	1.148		.376	.707
EWOM	.335	.080	.243	4.163	.000
BI	.471	.088	.261	5.348	.000
PD	.686	.081	.498	8.480	.000
R-Square		.917			
Adjusted R-Square		.916			

*Dependent Variable: CS

Source: Primary data (processed), 2025.

Table 4. Partial Test Results of Equation 2

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.201	1.190		1.851	.066
EWOM	.628	.065	.629	9.623	.000
BI	.410	.086	.313	4.790	.000
R-Square		.826			
Adjusted R-Square		.824			

*Dependent Variable: PD

Source: Primary data (processed), 2025.

Hypothesis Tests, Coefficient of Determination and Sobel Test

The partial tests (t-tests) were used to test the significant relationship between independent variables (e-WOM, brand image, and purchase decision) with the dependent variable (customer satisfaction). Independent variables are said to have a significant effect if the p-value is less than 0.05 (Ghozali, 2018).

The results summarized in Table 3 show that the p-value of e-WOM, brand image, and purchasing decisions is also 0.05, which means that the three independent variables are each proven to have a significant partial effect on customer satisfaction. The regression coefficient values in Table 3 are positive for all three independent variables in the first model. This table shows the value of the regression coefficient of 0.335 or positive for e-WOM; a value of 0.471 or positive for brand image; and a value of 0.686 or positive for purchasing decisions. Thus, the results of the partial tests of first equation prove the first hypothesis (H1), second hypothesis (H2), and fifth hypothesis (H5) of this study.

Furthermore, the results summarized in Table 4 show that the p-value of e-WOM and brand image is 0.05, which means that both independent variables are each proven to have a significant partial effect on purchasing decisions. This table also shows that the regression coefficients for both independent variables in this second model are positive. This table shows the value of the regression coefficient of 0.628 or positive for e-WOM; and a value of 0.410 or positive for brand image. Thus, the results of the partial tests of second equation prove the third hypothesis (H3) and fourth hypothesis (H4) of this study.

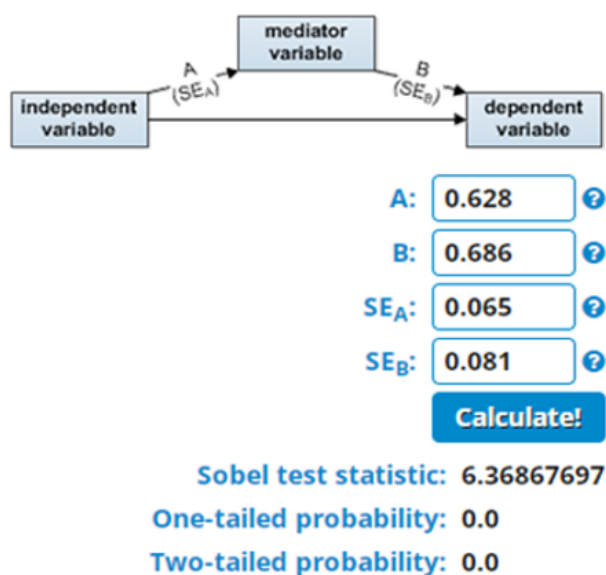


Figure 3(a)

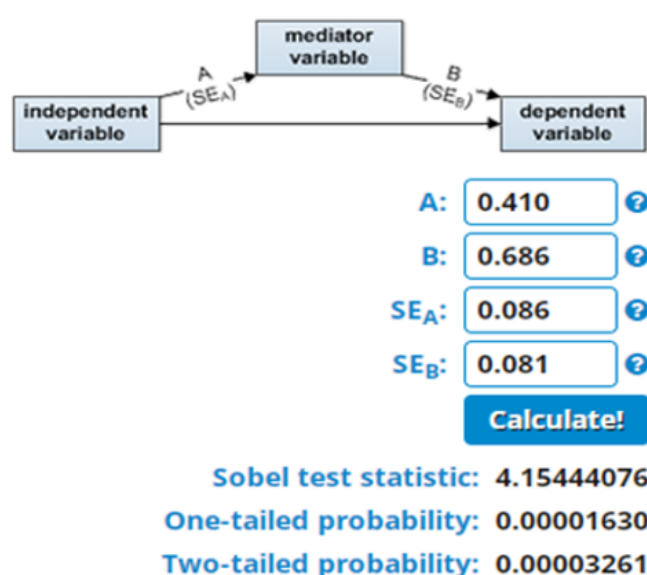


Figure 3(b)

Figure 3. Results of Sobel Test

Source: Primary data (processed), 2025.

The coefficient of determination (Adjusted R-Square) is used to assess the contribution of independent variables to the dependent variable (Ghozali, 2018). The results of the coefficient of determination test for the first equation summarized in Table 3 show an Adjusted R-Square value of 0.916, meaning that 91.6 percent of the three independent variables (e-WOM, brand image, and purchasing decisions) influence the dependent variable (customer satisfaction). The remaining 8.4 percent is caused by other factors or variables not included in this study. Meanwhile, the results of the coefficient of determination test for the second equation summarized in Table 4 show an Adjusted R-Square value of 0.824, meaning 82.4 percent of the two independent variables (e-WOM and brand image) influence the dependent variable (purchase decisions). The remaining 17.6 percent is caused by other factors or variables not included in this study.

The Sobel test is used to determine whether the mediating variable acts as a mediator in the relationship between the independent variable and the dependent variable (Ghozali, 2018). If the variable influences the relationship, it can be called an intervening variable. In this study, purchasing decisions are assessed as mediating variables between e-WOM or brand image on customer satisfaction. Based on Figure 2(a), the results of the Sobel calculator show a Y value of 6.369 or greater than 1.6558 at a significance level of 0.05, which proves that purchasing decisions have a positive and significant effect as a mediator of e-WOM on customer satisfaction. In addition, based on Figure 3(b), the results of the Sobel calculator show a Y value of 4.154 or greater than 1.6558 at a significance level of 0.05, thus proving that purchasing decisions have a positive and significant effect as a mediator between brand image on customer satisfaction.

Discussion

The analysis results in this study indicate that e-WOM has a positive and significant effect on customer satisfaction, which is consistent with several previous studies (Zanova & Hayati, 2024; Naufal & Syaefulloh, 2023; Cahyaningrum & Hartini, 2023). These results prove that the more detailed product information and reviews provided by Shopee, the higher customer satisfaction. Furthermore, increased attention to product information and reviews provided by users is beneficial

not only to increase the trust of potential buyers but also contributes to a more satisfying shopping experience. Therefore, to increase customer satisfaction based on e-WOM analysis, strategies are implemented that focus on quality, focus on providing accurate information, transparency, and clarity. Furthermore, to attract customers to fill out reviews or increase the number of e-WOM to avoid anxiety about purchasing decisions. This willingness is considered to provide customer satisfaction because there are already accurate reviews and detailed information.

The results of the second analysis show that brand image has a positive and significant effect on customer satisfaction, which aligns with several previous studies (Susanto *et al.*, 2022; Prasetyo & Lukiastuti, 2022; Ali *et al.*, 2021). This proves that when Shopee is able to improve its reputation, customers can feel satisfied. By paying attention to and improving its brand image, Shopee's reputation in the eyes of customers can automatically improve. Based on this analysis, it can be concluded that strategies to increase customer satisfaction that can be implemented by companies include consistency in brand quality and conducting campaigns that engage customers. This way, customers can also become more familiar with the company's brand, certainly with the image that the company's products are of good quality, consistent, and able to improve things that are lacking in the related brand.

The third analysis in this study indicates that e-WOM has a positive and significant influence on purchase decisions. This finding aligns with the findings of several previous studies (Putri & Patrikha, 2021; Sulistiyani & Sudirjo, 2020; Romadhoni *et al.*, 2023). These empirical results demonstrate that many consumers who view e-WOM on Shopee tend to prefer online shopping over offline shopping. This is due to their trust in the product information provided by Shopee, based on the experiences of other users in the comments and reviews, which ultimately leads to their decision to make a purchase on the platform. Positive reviews left by previous customers can spark potential customers' interest in seeing direct evidence, thus creating a positive impression that convinces them to make a purchase. The recommended strategy for companies is to strive to improve purchasing decisions based on e-WOM analysis, namely by building credibility, such as increasing positive reviews, to influence customers' purchasing decisions. Furthermore, a strategy that can be implemented is to provide detailed and relevant product descriptions.

Based on the results of the fourth analysis, it was found that brand image has a positive and significant effect on purchasing decisions. These results are in line with the results of several previous studies (Maharani & Achmad, 2024; Sianipar & Sinaga, 2022; Mbeté & Tanamal, 2020). This shows that customers tend to use brand image as a reference when evaluating products they intend to purchase. The better Shopee's reputation in attracting potential customers, the higher the level of customer willingness to make a purchase. Based on this analysis, a recommended strategy to increase purchase decisions is to consistently maintain product excellence in order to meet customer expectations that are directly felt and can influence purchasing decisions by strengthening their trust in the brand. In addition, offering a strong warranty will reduce concerns about receiving damaged products and demonstrate a willingness to address customer complaints or problems.

Based on the results of the fifth analysis, it was proven that purchasing decisions have a positive and significant effect on customer satisfaction. These results are in line with the empirical results of several previous studies (Bachri *et al.*, 2023; Putera *et al.*, 2022; Suwarno, 2022). This proves that the right purchasing decisions by Shopee customers can increase their satisfaction, because purchasing decisions are the most influential key factor in determining a person's satisfaction. By considering various well-thought-out decisions, customers can obtain and provide a satisfying

experience from the decisions they have made. The analysis results show that purchasing decisions can increase customer satisfaction. Therefore, it is recommended that companies utilize advertisements that can be found by customers through related searches. Building trust through transparent customer reviews, responding quickly to customer questions or complaints to facilitate the purchasing process, and creating positive experiences can ultimately drive higher satisfaction levels and foster loyalty and repeat purchasing behavior.

The results of the sixth hypothesis test demonstrate a positive and significant indirect effect of e-WOM on customer satisfaction, mediated by purchasing decisions. Thus, purchasing decisions act as an intervening variable between e-WOM and customer satisfaction. These results align with empirical findings from several previous studies (Kadi *et al.*, 2021; Citaningtyas *et al.*, 2022; Sari *et al.*, 2024). These results indicate that e-WOM can ensure that a consumer feels satisfied through their own purchasing decisions. E-WOM therefore plays a crucial role for Shopee in promoting their products or services, while also helping the company design marketing strategies that can reach more consumers from various regions. With advertisements or promotions shared online or on social media, the public can more easily trust the product or service in question. This can influence purchasing decisions and lead to consumer satisfaction. Based on the results of this analysis, a recommended strategy to increase customer satisfaction based on E-WOM analysis with purchasing decisions as a mediator is for companies to collaborate with influencers who can influence purchasing decisions and provide consumer satisfaction through the credibility customers have felt toward the influencers. Furthermore, this effort can also minimize and promptly address negative E-WOM to maintain customer confidence in purchasing. A company's response to negative feedback or effective problem resolution can quickly restore customer trust and satisfaction.

The test results indicate a positive and significant indirect effect of brand image on customer satisfaction, mediated by purchasing decisions. These results align with the empirical findings of several previous studies (Widiastuti *et al.*, 2024; Rahayu *et al.*, 2023; Vierdwiyan & Syafarudin, 2020). This finding suggests that a better brand image for a product increases consumer interest in purchasing it. A well-established Shopee image in the minds of customers indirectly contributes to customer satisfaction even before using the product. This is due to the perception that products with a positive reputation can make consumers prouder when using them, thereby increasing their satisfaction. The recommended strategy offered to companies to increase customer satisfaction based on brand image analysis with purchasing decisions as a mediator is to strengthen brand image. One form of implementing this strategy is to carry out active promotions through social media, advertisements or websites that can provide detailed information and provide opportunities for customers to learn more about the company's brand.

CONCLUSION

Based on the results of this study, it shows that all hypotheses are accepted. E-WOM and brand image are proven to have a positive and significant effect on customer satisfaction and purchasing decisions. In addition, purchasing decisions have a positive and significant effect on customer satisfaction in using the Shopee application. In the Sobel test, both E-WOM and brand image were found to have a positive effect on customer satisfaction through purchasing decisions.

This study provides several useful managerial implications for e-commerce. The first finding states that e-WOM has the greatest influence on purchasing decisions and customer satisfaction. Therefore, it is recommended that Shopee management strive to improve its reputation by

encouraging consumers to provide their best reviews and providing ease of use on the app, thereby attracting consumers' interest in purchasing products and feeling satisfied with the app. The second finding found that a good brand image and acceptance by consumers can be crucial in improving purchasing decisions. Before making a purchasing decision, the first thing most consumers look at is the brand. Therefore, the formation and improvement of a good brand image must be constantly reviewed and must incorporate the latest innovations following current trends, so that the brand image that is built can be more embedded in the minds of consumers.

A perceived weakness of this study is the questionnaire used as a measuring instrument, which has limitations in terms of validity, reliability, and the variables involved. Therefore, future research is recommended to explore other variables not included in this study to identify other factors influencing purchasing behavior and customer satisfaction. This effort is intended to encompass all aspects that may contribute to the case under study.

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