

ANALYSIS OF PERCEIVED QUALITY AS A MEDIATOR BETWEEN BRAND IMAGE AND ELECTRONIC WORD OF MOUTH ON BRAND LOYALTY AMONG USERS OF THE ORIGINOTE SKINCARE PRODUCTS

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Abstract. The Originote is a local skincare brand that has been proven to overclaim, but has not experienced a significant decline in sales. The study was conducted with the aim of analyzing the effect of brand image and electronic word of mouth on brand loyalty with perceived quality as a mediating variable, in generation Z users of The Originote skincare in Surabaya City. Quantitative methods are used in this research, involving 114 respondents as samples taken by purposive sampling, and analyzed with SEM-PLS method using SmartPLS 3.0 application. The results showed that brand image has a direct effect on brand loyalty, while electronic word of mouth cannot directly influence brand loyalty. In addition, it is concluded that perceived quality mediates the relationship between brand image and electronic word of mouth on brand loyalty. This research highlights the importance of brand image and perceived quality in maintaining consumer loyalty.

Keywords: Brand Image; Brand Loyalty; Electronic Word of Mouth; Perceived Quality.

I. INTRODUCING

The growing awareness among consumers, both women and men, about skincare has led to projections that the personal care and beauty industry in Indonesia will continue to experience rapid growth [1]. According to Kompas (2024), Generation Z accounts for the largest share of skincare and bodycare purchases in Indonesia, totaling 54%. This research was conducted by PT Sociolla Ritel Indonesia in “Behavior in Purchasing Categories,” based on SOCO data from 2023 to the second quarter of 2024 [2]. Cosmetics companies are competing fiercely to maintain their competitive edge and differentiate their products by emphasizing brand image [3]. Brand image, according to [4], is defined as consumers' overall perception of a product. The better the brand image, the higher the brand loyalty, and vice versa [5].

In the midst of efforts to build brand image, some local skincare businesses often make exaggerated claims about the ingredients and benefits of their products. Skincare overclaiming refers to skincare products that make excessive and unrealistic claims. Overclaiming is done with the aim of making the public believe that the skincare product is of high quality and superior [6]. This, of course, prompts consumers to seek information on whether the product is overclaiming or not. According to a survey conducted by Meta, over 70% of Gen Z respondents use social media as their primary source for seeking information [7]. Such activities in the marketing world

are referred to as electronic word of [8]. The emergence of Doctor Detective, particularly on TikTok, helps consumers obtain information about skincare overclaims by exposing brands that engage in overclaims and attaching lab test results from SIG Laboratory [6].

One of the local skincare products that is currently very popular among consumers and has gone viral, especially on TikTok, is The Originote. However, recently, Dr. Detective revealed through his TikTok account @dokterdetektif that The Originote has been found to make exaggerated claims by including laboratory test results that do not align with the claims made by The Originote. This information maybe can influence consumers' perceptions about the product's quality. Consumer perception of a product is influenced by the information they receive, and one of the most influential sources of information is word-of-mouth communication [4]. The Originote is listed among the Top 10 Face Serum Sellers on e-commerce platforms, ranking third in terms of highest serum sales during the January-October 2024 period [9]. This indicates that many consumers continue to use the The Originote brand despite the issues and proven exaggerated claims associated with the brand. Surabaya is now a target market for local skincare businesses [10]. Therefore, this study focuses on the city of Surabaya with the aim of determining the loyalty of users of The Originote skincare products, particularly among Gen Z, whether such loyalty is directly influenced by

brand image and electronic word of mouth, or must go through perceived quality as a mediator.

A. Brand Image

Brand image is what consumers think about a product or company when they see or hear a brand or slogan. Companies must create their brand image to communicate their products to the public and shape opinions about their products or brands, as in similar industries, companies do not always have the same image in consumers' minds [11]. Brand image indicators, according to [12], include functional image, affective image, and reputation.

B. Electronic word of mouth

One form of marketing communication is electronic word of mouth which utilizes the internet. internet to spread information from person to person, encompassing various digital platforms that enable consumers to share their experiences regarding products or services, whether positive or negative [13]. e-WoM can easily reach a wide range of people, regardless of whether they already know each other or not [14]. The dimensions of e-WoM include intensity, valence of opinion, and content [15].

C. Perceived Quality

Perceived Quality is the perception consumers have about the quality of a particular product after receiving various information. Consumers' assessments of product quality are subjective. The information consumers obtain can come from the product or service itself, or from other extrinsic sources [4]. There are five indicators that can be used to measure perceived quality, namely, has consistent quality, is well made, has acceptable standards of quality, product defects are rare, and would perform consistently [16].

D. Brand Loyalty

Brand loyalty is a measure of how often consumers purchase a particular brand. Brand loyalty is the result of consumers' positive experiences with the brand they use exceeding their expectations, which leads to satisfaction and then repeat purchases and continuity[4]. There are four indicators that can be used to measured Brand loyalty: repeat purchase, positive word-of-mouth (WoM), price tolerance, and commitment [13].

The conceptual framework of this research is as follows

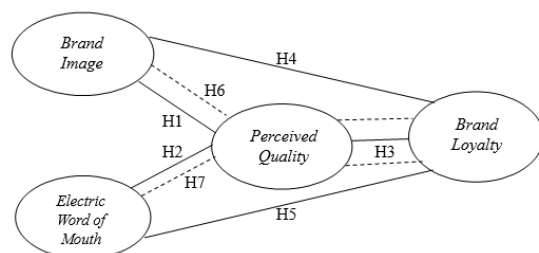


Figure 1 conceptual framework

H1: Brand image has a positive effect on the perceived quality of The Originote skincare products among Generation Z users.

H2: Electronic word of mouth has a positive effect on the perceived quality of The Originote skincare products among Generation Z users.

H3: Perceived quality has a positive effect on brand loyalty among Generation Z users of The Originote skincare products.

H4: Brand image has a positive effect on brand loyalty among Generation Z users of The Originote skincare products.

H5: Electronic word of mouth has a positive effect on brand loyalty among Generation Z users of The Originote skincare products.

H6: Perceived quality mediates the relationship between brand image and brand loyalty among Generation Z users of The Originote skincare products.

H7: Perceived quality mediates the relationship between electronic word of mouth and brand loyalty among Generation Z users of The Originote skincare products.

II. RESEARCH METHOD

Quantitative approach was used in this research with primary data from distributing questionnaires via Gform. This study focuses on Generation Z users of The Originote skincare products in Surabaya City as the population, with a sample of 114 respondents. Purposive sampling method was used to take samples in this study. The Structural Equation Modeling - Partial Least Square (SEM-PLS) technique was used to analyze the data in this study, to test the direct and indirect effects, with SmartPLS 3.0.

III.RESULT AND DISCUSSIONS

The results of the questionnaire shows there were 114 respondents, consisting of 90 female respondents and 24 male respondents. In terms of age, the majority of respondents were between 21 and 28 years old, with most respondents is students who actively use Instagram and TikTok.

TABLE I. DESCRIPTION OF RESPONDENT CHARACTERISTICS STATISTICS

	Jumlah	Persentase
Gender		
Female	90	78,9%
Male	24	21,1%
Age		
13 – 20 Years	14	12,3%
21 – 28 Years	100	87,7%
Status		
Student	91	79.8%
Worker	20	17,5%
More	3	2,6%
The Most Frequently Used Social Media		
Instagram	55	48,2%
TikTok	49	43%
X	10	8,8%

Source: Questionnaire data processed by researchers, 2025

A. Outer Model

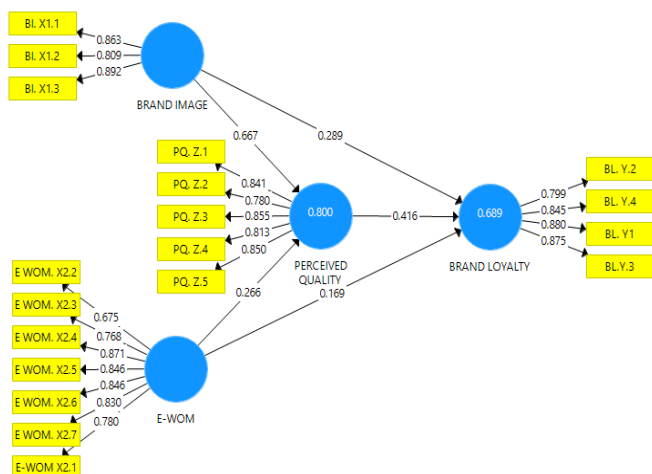


Figure 2 Outer Model with Factor Loadings, Path Coefficient and R-Square

In figure 2 can be seen on the top of the arrow connecting the variable with the indicator is the magnitude of the factor loading value. and also the path coefficient value which is between the arrow connecting the exogenous variable with the endogenous variable. The R-Square value can also be seen in the circle representing the endogenous variable (brand loyalty).

TABLE III
CROSS LOADING

	Brand Image (X1)	E-WoM (X2)	Perceived Quality (Z)	Brand Loyalty (Y)
1. Brand Image				
X1.1	0,863	0,637	0,798	0,703
X1.2	0,809	0,677	0,640	0,536
X1.3	0,892	0,747	0,802	0,765
2. Electronic word of mouth				
X2.1	0,565	0,780	0,605	0,594
X2.2	0,541	0,675	0,513	0,476
X2.3	0,644	0,768	0,605	0,524
X2.4	0,757	0,871	0,774	0,719
X2.5	0,675	0,846	0,671	0,622
X2.6	0,628	0,846	0,637	0,560
X2.7	0,681	0,830	0,668	0,605
3. Perceived quality				
Z.1	0,762	0,590	0,841	0,634
Z.2	0,696	0,705	0,780	0,575
Z.3	0,784	0,742	0,855	0,714
Z.4	0,648	0,583	0,813	0,727
Z.5	0,751	0,692	0,850	0,683
4. Brand loyalty				
Y1	0,768	0,649	0,767	0,880
Y2	0,647	0,690	0,688	0,799
Y3	0,655	0,597	0,643	0,875
Y4	0,601	0,549	0,627	0,845

Source: Data processed by researchers (SmartPLS output), 2025

Based on Table 2, the loadings of each variable are above 0.6, therefore it can be concluded that each indicator item or instrument in this research is valid. The factor loadings of each indicator for each variable all show values greater than the factor loadings of the indicators for other variables. Therefore, it is stated that all constructs or indicators used in this study comply convergent validity.

AVERAGE VARIANCE EXTRACTED (AVE) AND COMPOSITE RELIABILITY

TABLE IIIII
AVERAGE VARIANCE EXTRACTED (AVE) AND COMPOSITE RELIABILITY
Source: Data processed by researchers, 2025.

	(AVE)	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Image (X1)	0,732	0,817	0,891	Reliabel
E-WoM (X2)	0,648	0,908	0,928	Reliabel
Perceived Quality (Z)	0,686	0,885	0,916	Reliabel
Brand Loyalty (Y)	0,723	0,872	0,912	Reliabel

Based on Table 3, the figures show that the AVE values of each variable are above 0.5, which means that each construct or indicator in this study has met good discriminant validity. All Cronbach's alpha values and composite reliability of each variable are above 0.7, which means that it can be concluded that each construct or instrument in this study is reliable or has good reliability.

R-Square

The R² value of Brand Loyalty (Y) is 0.689, which means that the variation in this research can be explained by 68.9% and then the remaining 31.1% can be explained by other variables besides brand image, electronic word of mouth and perceived quality that have not been included in the model.

The R-Square value for perceived quality is 0.800, meaning the model can explain 80% of the variation in perceived quality, which includes factors such as brand image and electronic word of mouth, then the remaining 20% can be explained by other variables outside the model in this study.

Direct Effect

Table 4 shows the results of the direct effect test. Then the P-value must be below 0.05 so the hypothesis can be accepted.

TABLE IVV
DIRECT EFFECT PATH COEFFICIENTS (P-VALUE)

	Original Sample (O)	P-Values	Conclusion
Brand Image -> Brand Loyalty	0,289	0,021	Significant
Brand Image -> Perceived Quality	0,667	0,000	Significant
E-Wom -> Brand Loyalty	0,169	0,204	Not Significant
E-Wom -> Perceived Quality	0,266	0,002	Significant
Perceived Quality -> Brand Loyalty	0,416	0,001	Significant

Based on Table 9, the hypothesis testing of the direct effect between variables in this research can be explained as follows:

H1: Brand Image (X1) has a positive effect on perceived quality (Z) is accepted because the P-Value is 0.000, which is less than 0.05 ($0.000 < 0.05$).

H2: Electronic Word of Mouth (X2) has a positive effect on perceived quality (Z), which is accepted because the P-value is 0.002 and less than 0.05 ($0.002 < 0.05$).

H3: Perceived quality (Z) has a positive effect on brand loyalty (Y) can be accepted because the P-value is 0.001, which is less than 0.05 ($0.001 < 0.05$).

H4: Brand Image (X1) has a positive effect on Brand Loyalty (Y) so H4 is accepted because the P-Value is 0.021, which is less than 0.05 ($0.021 < 0.05$).

H5: Electronic Word of Mouth has no significant relationship with Brand Loyalty, as the P-value for this variable is 0.204, which is greater than 0.05 ($0.204 > 0.05$). Therefore, H5 is rejected.

Indirect Effect

Table 10 shows the results of the indirect effect. If the P-value is below 0.05, it can be said that the relationship has an effect and the hypothesis is accepted.

TABLE V
INDIRECT EFFECT PATH COEFFICIENTS (P-VALUE)

	Original Sample (O)	P-Values	Conclusion
Brand Image -> Perceived Quality -> Brand Loyalty	0,278	0,002	significant
E-Wom -> Perceived Quality -> Brand Loyalty	0,111	0,021	significant

Source: Data processed by researchers (SmartPLS output), 2025

Table 5 showed the hypothesis testing of the indirect effect in this research can be explained as follows:

H6: Perceived Quality mediates the relationship between brand image and brand loyalty with a P-value of less than 0.05, namely 0.002 ($0.002 < 0.05$), it can be stated that H6 is accepted.

H7: Perceived Quality mediates the relationship between E-WoM and brand loyalty. The P-value is below 0.05, specifically 0.021 ($0.021 < 0.05$). H7 is accepted.

The Influence of Brand Image on Perceived Quality

The hypothesis testing in this research showed that H1 was accepted, that brand image has a direct and significant positive effect on perceived quality. Brand image has been proven to have a positive and significant impact on perceived quality because brand image is created by companies with the aim of influencing consumer perceptions. A good brand image tends to form good consumer perceptions; the better the brand image, the better or more positive the perceived quality. This is in line with research by [17], which states that store image has an influence on perceived quality.

The Influence of Electronic Word of Mouth on Perceived Quality

Based on hypothesis testing, H2 in this study is accepted, it can be stated that electronic word of mouth has a significant positive effect on perceived quality. This result is in line with the research by [14], which states that there is a significant and positive effect of electronic word of mouth on perceived quality. This suggests that electronic word of mouth activities that contain positive information have a positive impact on improving perceived quality. The information obtained by consumers in electronic word of mouth activities will be stored and then evaluated so that it can shape consumer perception of a product or brand.

The Influence of Perceived Quality on Brand Loyalty

Based on the results of hypothesis testing in this research, H3 was accepted that perceived quality has a positive effect on the brand loyalty of The Originote skincare users in Generation Z. When consumers feel that the quality of a product meets or exceeds their expectations, it will encourage them to repurchase the product or brand. The results of this study align with research conducted by [18], which found that perceived quality has a positive and significant influence on brand loyalty. Similar research conducted by [14] also showed the same results, indicating that perceived quality influences loyalty.

The Influence of Brand Image on Brand Loyalty

Hypothesis testing in this study showed that brand image has direct effect on brand loyalty which significant and positive. This means that the better the image of a brand, the more it can increase brand loyalty, and this applies to users of The Originote skincare products who are Gen Z and reside in the Surabaya city.

The findings of this study are also consistent with the results of a research by [19], which stated that brand image influences brand loyalty. A good brand image tends to encourage consumers to be loyal. Another study conducted by [5] also reported similar results, indicating that brand image can have a positive influence on brand loyalty, meaning that the better the brand image, the higher the brand loyalty.

The Influence of Electronic Word of Mouth on Brand Loyalty

The hypothesis testing in this research, it was found that e-WoM does not directly influence brand loyalty. This indicates that consumer loyalty is not affected by reviews or information found on social media. The results of this research align with research by [20], which states that electronic word of mouth does not directly influence customer loyalty.

The presence of Doctor Detective as electronic word of mouth, who frequently discusses overclaim issues through his social media accounts and has proven that The Originote engages in overclaim, does not significantly reduce The Originote's sales. This may also be because consumers doubt the credibility of Dokter Detektif. Dokter Detektif has been reported to the police for several cases of defamation and is suspected of slander in its campaign related to skincare overclaiming [21].

The Influence of Brand Image on Brand Loyalty through Perceived Quality

The results of hypothesis testing, showed that H6 can be accepted, perceived quality has an effect in mediating the relationship between brand image and brand loyalty among The Originote skincare users in Generation Z in Surabaya. The results of this research align with research by [17], which states that there is an indirect effect of store image and store loyalty through perceived quality. Thus, brand image through perceived quality has a significant influence on brand loyalty.

Brand image has a significant impact on perceived quality because brand image is shaped by companies with the aim of influencing consumer perceptions. The better the brand image, the better the consumer's perception of quality will be, and this will in turn make Gen Z users of The Originote skincare products in Surabaya loyal to The Originote brand.

The Influence Electronic Word of Mouth on Brand Loyalty through Perceived Quality

Electronic word of mouth has a positive influence on perceived quality, and perceived quality has an influence on brand loyalty. So it is concluded that perceived quality mediates the relationship between e-WoM and brand loyalty. Thus, the fourth hypothesis can be accepted, which states that perceived quality influences the mediation of the relationship between electronic word of mouth and brand loyalty.

This aligns with the research by [14], which found that perceived quality mediates the relationship between electronic word of mouth and brand loyalty. Although the overclaim issue raised by Doctor Detective is accompanied by objective evidence, it is not sufficient for electronic word of mouth to directly influence brand loyalty among Generation Z users of The Originote skincare products. This means that consumers have positive perceived quality regardless of the negative electronic word of mouth issue.

IV. CONCLUSIONS

The results show that brand image and perceived quality influence brand loyalty, but electronic word of mouth does not influence brand loyalty. In addition, perceived quality can also mediate the relationship between brand image and electronic word of mouth on brand loyalty among Gen Z users of The Originote skincare products in Surabaya. The Originote is expected to maintain and enhance brand image in order to maintain positive consumer perceptions of their brand, especially in terms of trust, professionalism, and suitability to meet consumer needs. This study is not yet perfect and still has limitations. The use of quantitative methods can only measure the relationship between variables statistically and does not allow for a more in-depth analysis of the reasons and motivations behind consumer behavior. For future researchers, it is hoped that the results obtained in this study can be used as reading material and a reference source for further research on related variables or objects. Additionally, future research can be conducted using different methods, such as qualitative approaches, through in-depth interviews or focus group discussions (FGD). Further exploration of electronic word of

mouth and brand loyalty is also possible, or other variables outside those used in this study, such as influencer credibility, can be utilized.

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