



Effect of Brand Image, Consumer Attitude, and Price Perception with e-WOM as Mediator towards Customer Purchase Intention of Customized Resin Products

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ABSTRACT

Purpose: This study examines the influence of brand image, consumer attitude, and price perception on purchase intention, with e-WOM as a mediator in the customized resin product sector. **Methodology:** Using SmartPLS4 was conducted on 220 respondents interested in purchasing Glow Resin Art products through the Shopee platform. **Results:** The results indicate that brand image ($\beta = 0.214$, $p = 0.001$), consumer attitude ($\beta = 0.169$, $p = 0.004$), and price perception ($\beta = 0.176$, $p = 0.006$) have positive and significant effects on customer purchase intention. Furthermore, e-WOM significantly mediates the relationships between brand image, consumer attitude, and price perception on purchase intention, as evidenced by all T-statistics exceeding 1.960 and p-values below 0.05. **Findings:** Positive marketing factors ignite enthusiastic e-WOM, which significantly elevates customer purchase intention. **Novelty:** This study innovatively examines e-WOM as a crucial mediator between marketing factors and purchase intention. **Originality:** e-WOM strengthens consumer perceptions and enhances purchase intention. **Conclusion:** Brand image, consumer attitude, and price perception significantly boost customer purchase intention, both directly and through e-WOM as a mediating factor in the customized resin market. **Type of Paper:** Quantitative empirical.

INTRODUCTION

As per the OECD (2009), e-commerce involves the purchase and sale of goods or services via the internet, using a specifically tailored method to accept or submit orders. Central Statistics Agency (BPS) has published reports such as “E-Commerce Statistics 2023, Volume 6, 2025” which will be available in January 2025 and contains data on e-commerce business profile, e-commerce worker’s characteristic, e-commerce business activities, and value of e-commerce business transactions (BPS, 2025). Sellers who have e-commerce must compete to attract buying intent from consumers. That way, consumers prefer to buy on one of the store e-commerce because customer need feels satisfied in era modern business (Afifah et al., 2024). The E-Commerce sector also consists of direct mailers selling their merchandise and conducting retail via online systems (The Business Research Company, 2025).

In Indonesia, the e-commerce sector has experienced substantial growth, driven by a large population, increasing internet penetration, and widespread smartphone usage. With more than

200 million internet users, online shopping has become a dominant consumption pattern, intensifying competition among sellers to attract customer purchase intention.

Within this expanding digital landscape, the market for customized products has also gained significant attention (Gu & Koren, 2022; and Padual et al., 2024). Customized resin products, such as wall clocks, keychains, and decorative crafts, offer personalized value tailored to individual customer preferences. The advent of customization can bring a shifting from conventional marketing methods to contemporary marketing, so that the approach is more customer oriented (Preeti & Head, 2025). As a result, manufacturers adopt product concepts from the characteristics of customer desires and sellers can create a competitive advantage as well as get positive value from customers.

Glow Resin Art represents one of the small and medium enterprises (SMEs) operating in this sector. Based in East Java, this business offers handcrafted resin products and leverages Shopee as its primary sales platform. In a highly competitive environment with many similar sellers, Glow Resin Art must strengthen key marketing factors such as brand image, consumer attitude, and price perception to attract customers (Utomo & Wardaya, 2023). In strengthening the brand, logos are created to attract buyers' interest and create product ownership characteristics (Edang et al., 2024). The tagline of Glow Resin Art is "Born of Trust and Serenity".

Enhancing brand image and effective electronic word of mouth (e-WOM) are crucial for attracting customers. In April 2024, a significant trend among Gen Z and Millennials is the preference for Shopee as the leading online shopping marketplace, with 76% of Gen Z and 60% of Millennials in Indonesia using the platform. Shopee outperforms competitors like Tokopedia and Lazada (Sri et al., 2025). Research by Daniya et al. (2025) predicts that between 2020 and 2025, Shopee will reshape shopping behaviors, becoming the most visited platform, especially in fashion. By 2025, user access is expected to rise to 53.22%, compared to 41.65% in 2024, with 52.97% of Gen Z and 52.85% of Millennials accessing Shopee (Untari, 2025).

Modern customers increasingly rely on social media and market reviews for purchasing decisions (Suharto et al., 2023; Mehmood & Hamid, 2024). Studies by Ikhsan Fazrin et al. (2024), Putri & Rahmawati (2024), and Sri et al. (2025) show that e-WOM significantly influences brand image and purchase intention, while findings from Arindaputri & Santoso (2023) and Fauzia (2024) suggest that brand image may not directly impact e-WOM. The rapid growth of Indonesia's e-commerce and interest in customized resin crafts highlights the need for research into consumer behavior in this niche, as previous studies have yielded inconsistent results regarding the influence of brand image and e-WOM.

The research utilizes electronic word of mouth (e-WOM) as a mediating variable between brand image, consumer attitude, and price perception in relation to customer purchase intention (Thirusanku, 2023). For example, the user uqkoballet rated the Glow Resin Art store five stars on Shopee Indonesia, demonstrating effective consumer engagement. e-WOM entails consumers sharing their opinions and experiences digitally (Rochmana et al., 2022). It can enhance the brand image of Glow Resin Art and influence purchasing intentions. Studies by Dea Khoirunnisa & Albari (2023), Mantiri et al. (2022), and Beck et al. (2023) confirm a positive impact of e-WOM on purchase intentions. However, research by Arissaputra et al. (2024) and Albana et al. (2024) shows that e-WOM not significantly influence purchase intentions for custom resin products.

Consumer attitude reflects a positive or negative evaluation of product quality, benefits, and aesthetics, and plays a key role in shaping purchase intention (Taufik et al., 2024). Exposure to online reviews further strengthens this attitude, as high-quality information encourages consumers to share experiences through e-WOM. Such messages can spread widely and influence perceptions of a brand. Empirical studies show that consumer attitude positively affects e-WOM (Cuong, 2024; Kumar et al., 2024; Nugraha et al., 2024), although other findings indicate a direct effect on purchase intention (Jeseo & Tatara, 2025; Arachchi & Samarasinghe, 2025; Ahmad et al., 2025).

The price of phonecase at Glow Resin Art Store is 130.000 rupiahs. The price does not include discounts for consumers. The discount given is 10%. If the buyer wants a custom with stronger details, there is an additional price of 20,000 and a 10% discount. The price is much cheaper than Qana Resin Art as a competitor. The price of the phone case on Qana Resin Art is 148,500 rupiahs including custom. There is a price difference of 13,500 that buyers can consider. The price comparison can trigger the perception that Glow Resin Art products have a usability value at an affordable price from competitors. If potential consumers choose to buy at Qana Resin Art, they feel unnatural at the price they pay. Consumers also promote to friends or family indirectly in social network.

Therefore, this study investigates the influence of Brand Image, Consumer Attitude, Price Perception on Customer Purchase Intention of Customized Resin Product with e-WOM as Mediator Role. The theoretical framework utilized for this study is the Theory of Planned Behavior (TPB). According to Ajzen (1991), TPB is a behavioral theory that is widely used in the field of marketing to explain purchase intention. TPB is basically an assumption of behavior based on intention that is shaped by three elements, which include behavioral attitudes, social norms, and perceived control over behavior (Jamitzky & Halaszovich, 2024). This research aims to provide empirical evidence on how psychological and marketing-related factors shape purchase intentions in creative MSMEs operating on digital platforms, particularly Shopee, and to offer managerial insights for strengthening brand competitiveness and digital communication strategies. The research questions are formulated as follows:

1. Does brand image influence electronic word-of-mouth (e-WOM) for Customized Resin Products?
2. Does consumer attitude impact the intention to share electronic word-of-mouth for Customized Resin Products?
3. Does price perception affect electronic word-of-mouth regarding Customized Resin Products?
4. Does e-WOM play a role in shaping customer purchase intentions for Customized Resin Products?
5. Does e-WOM mediate the relationship between brand image and customer purchase intention for Customized Resin Products?
6. Does e-WOM mediate the impact of consumer attitude on customer purchase intention for Customized Resin Products?
7. Does e-WOM mediate the influence of price perception on customer purchase intention for Customized Resin Products?

Previous Research

First previous researcher, Herman et al. (2024) analyzed the impact of service quality, promotional efforts, product characteristics, and pricing on the brand image and purchase intention in the furniture distribution sector within Indonesia. The theoretical framework used is state of the art. In this research, Brand image plays a role in the moderation between price and purchase intention. The type of research used is a cross-sectional study conducted among furniture consumers in Indonesia with 837.5 thousand Instagram followers. This research uses a quantitative approach with survey method conducted according to the sample size and processed using SMARTPLS 4 and the SEM-PLS models.

The second previous researcher, Yang (2024) analyzed about the determinants influencing Chinese online shoppers' attitudes and purchase intention toward online shopping in China. The theoretical framework used is theory of reasoned action (TRA) and the technology acceptance model (TAM). The target population and sample size are 476 online consumers between 18 to 30 years old in China. The validity and reliability are measured by Item-Objective Congruence (IOC) and Cronbach's Alpha. The sampling procedure comprises judgmental, stratified random, and convenience sampling.

Third previous research, Halik et al. (2024) analyzed about find out and prove that price perception influence of electronic word of mouth. The way consumers perceive prices influences their decision-making, which is reinforced by the experiences of others. Low price from consumer's perception often made them spontaneously buy things, although not all consumers did so. The methods used are quantitative and explanatory. The data was collected directly from 200 Lazada respondents in Surabaya, Sidoarjo, Gresik. They used SEM version AMOS 24 for research analysis.

Fourth previous researcher, Kumar et al. (2023) analyzed about the rapid growth of technology has given rise to a form of communication unknown to the business world i.e. "electronic word of mouth" (e-WOM). The theoretical framework used is Information Acceptance Model (IAM). The aims of this study are analyze the effects of e-WOM on consumer's purchase intention towards private label brands (PLB) offered by the e-tailers in India. A combined total of 800 questionnaires was sent out to internet users throughout India through email and social media platforms. Out of the responses received, 469 individuals completed the questionnaires, and 437 were deemed adequately filled, valid, and suitable for analysis in the study. The data was analyzed with the help of Structural Equation modeling (SEM). The outcome of the research will help the

managers, marketers, and e-tailers on the significance of e-WOM in making appropriate strategies to attract more and more e-shoppers.

The fifth previous researcher, Ekasari et al. (2024) analyzed about the influence of price perception, brand image, and celebrity endorsement on purchase intention, with a focus on the mediating roles of online promotion and electronic word-of-mouth (e-WOM). The research utilizes an extensive literature review and library research approach to examine current academic perspectives concerning these factors. The research emphasizes the significant mediating functions of online advertising and electronic word-of-mouth (e-WOM). Positive e-WOM builds social proof and trust among consumers, ultimately influencing their purchase intention.

METHOD

Analysis Method

This study employs a quantitative research approach to test hypotheses using statistical analysis. Quantitative methods enable objective measurement and analysis of relationships between variables, leading to valid and reliable conclusions (Persada et al., 2025). Data were analysed using SmartPLS 4 to examine both direct and mediating effects.

Primary data were collected through an online questionnaire distributed via Google Forms. The survey targeted consumers interested in customized resin products, particularly those familiar with Glow Resin Art on Shopee. A non-probability purposive sampling technique was applied, as respondents were selected based on specific criteria relevant to the research objectives (Mahendra, 2024). The criteria included:

- 1) Knows the existence of Glow Resin Art in Shopee Indonesia
- 2) People who lives in East Java and have an interest in resin craft products, both finished products and customization from customers.

The questionnaire was distributed between October and November 2025. A pilot test was conducted on a small group of respondents to ensure clarity, reliability, and validity of the measurement items before full distribution. Ethical considerations were also addressed: respondents participated voluntarily, anonymity was ensured, and all responses were used solely for academic purposes.

The sample size was determined using the guideline by Hair et al. (2019), which recommends 5–10 times the number of indicators. With 17 indicators and 5 unobserved variables, the minimum sample size was calculated as:

Total Sample Size = (5-10) x (number of indicators + unobserved variables)

Total Sample Size = 10 x (17+5)

Total Sample Size = 220 respondents

A total of 277 responses were initially collected. After data screening and elimination of incomplete or invalid responses, 220 valid responses were retained for analysis.

Data were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Okunbanjo et al., 2024). The collected data were tested for validity and reliability, including factor loadings (>0.70), Average Variance Extracted (AVE > 0.50), and composite reliability (>0.70), indicating that all constructs met the required thresholds for further analysis.

RESULTS AND DISCUSSION

RESULTS

The researcher collected data from random respondents who had an interest in resin handicraft products on the island of Java. This is very useful for researcher to determine the production of custom resin crafts in the next six months. Respondents who participated filled out the questionnaire as many as 277 respondents with six who chose not to continue filling out the next one. The researchers took 220 respondents as a total research sample. In the East Java region, the majority of responders are members of Generation Z and range in age from 17 to 27.

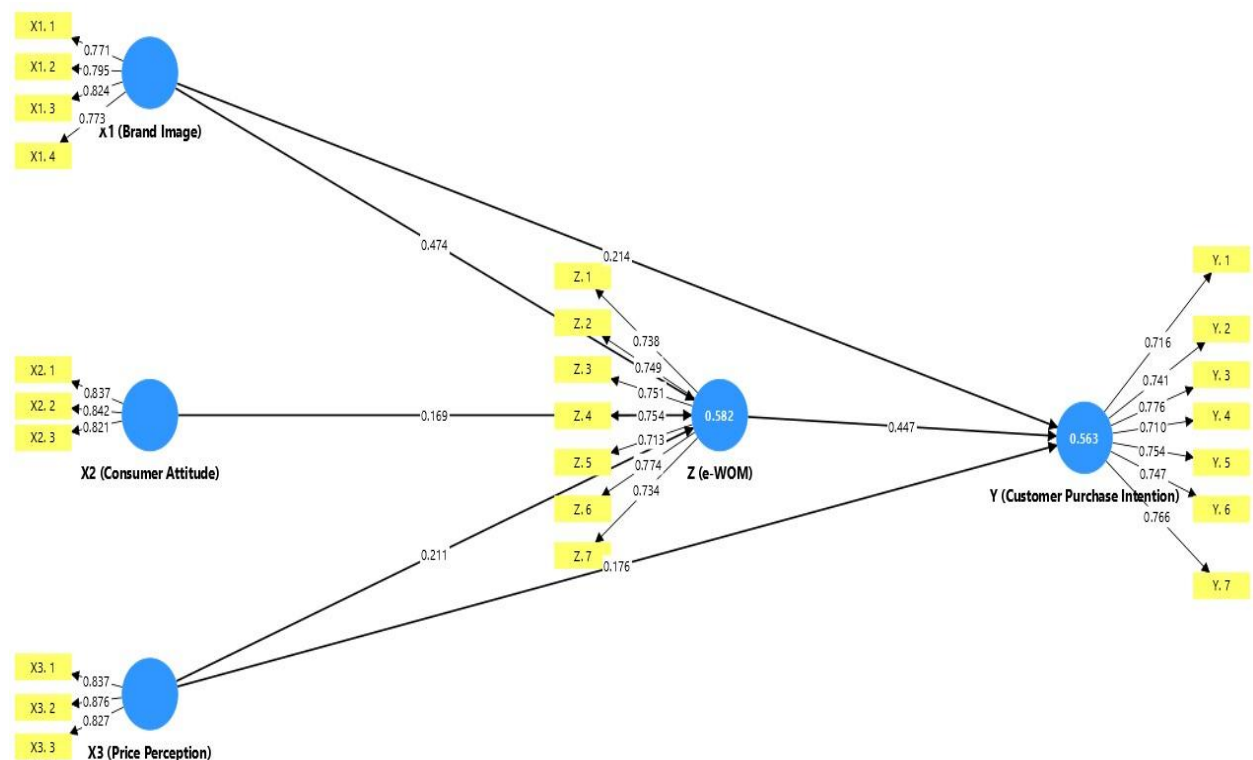
Table 1. Respondent's Characteristics

Characteristic	Category	Frequency	Percentage (%)
Age	17-27 years old	129	58.6
	28-38 years old	68	30.9
	39-49 years old	18	8.2
	50-55 years old	4	1.8
	>55 years old	1	0.5
Gender	Female	152	69.1
	Male	68	30.9
Domicile	East Java	218	99.1
	Central Jawa	1	0.5
	West Jawa	1	0.5

Source: Data Processed, 2025

The respondent characteristics in Table 2 indicate that the majority are female (152 respondents) followed by male (68 respondents). Most respondents are generation Z with age around 17-27 years old (129 respondents), and have dominant domicile in East Java (218 respondents), followed by Central Java and West Java each had one respondent.

Factor Loading

Figure 1. Outer Models of Research Model

Based on Figure 1 above, no indicators were eliminated, the researcher only eliminated the data of respondents who did not participate in filling out the questionnaire either did not fill in their names or filled in the scale. Typically, a factor loading is represented as a percentage, with values lower than 0.70 regarded as weak outer loadings. The data from each of these variable indicators is declared valid due to a factor loadings that exceed 0.70. All of the above indicator constructs are declared valid and reliable for further analysis. This is evidenced by the green color at factor loadings above 0.7.

Reliability Test

The assessment of reliability involves the use of four statistical criteria, namely Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). Each criterion has recognized benchmark values that serve as indicators of sound reliability and validity (Ambarwati et al., 2024). Composite Reliability carries the same conceptual meaning as Cronbach's Alpha, and similarly applies a cutoff value of 0.7. If the obtained Cronbach's Alpha score exceeds 0.7, the data can be considered reliable (Ambarwati et al., 2024).

Table 2. Reliability Test

	Cronbach's Alpha	rho_a	Rho_c	AVE
X1 (Brand Image)	0.801	0.801	0.870	0.626
X2 (Consumer Attitude)	0.781	0.784	0.872	0.695
X3 (Price Perception)	0.802	0.802	0.884	0.717
Y (Customer Purchase Intention)	0.866	0.868	0.897	0.554
Z (e-WOM)	0.866	0.867	0.897	0.555

Source: Data Processed SEM-PLS, 2025

Based on the data presented, no variable exhibits the obtained Cronbach's Alpha score below .7. Additionally, both rho_c as well as rho_a results exceed .7. Consequently, the findings indicate that all variables utilized in this research are consistent. Furthermore, the assessment of discriminant validity measured by findings from the AVE test reveal that each construct records an AVE measurement higher than 0.5. Therefore, the data is deemed valid in terms of discriminant validity.

Table 3. Collinearity Test

	Y (Customer Purchase Intention)	Z (e-WOM)
X1 (Brand Image)	2.444	2.189
X2 (Consumer Attitude)		2.121
X3 (Price Perception)	1.902	1.976
Y (Customer Purchase Intention)		
Z (e-WOM)	2.320	

Source: Data Processed SEM-PLS, 2025

In PLS SEM, the VIF serves as a tool to evaluate collinearity among predictor variables. The VIF value scores greater than 5 imply that multicollinearity may exist, which can compromise the consistency and interpretive clarity of the model. However, the data indicates that the VIF value is below 5, confirming the absence of multicollinearity.

Table 4. Direct Effect Test

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Support
X1 (BI)	→ Y (CPI)	0.214	0.220	0.066	3.218	0.001	Supported
X1 (BI)	→ Z (e-WOM)	0.474	0.470	0.065	7.323	0.000	Supported
X2 (CA)	→ Z (e-WOM)	0.169	0.168	0.058	2.929	0.004	Supported
X3 (PP)	→ Y (CPI)	0.176	0.171	0.063	2.781	0.006	Supported
X3 (PP)	→ Z (e-WOM)	0.211	0.208	0.060	3.512	0.001	Supported
Z (e-WOM)	→ Y (CPI)	0.447	0.442	0.083	5.388	0.000	Supported

Source: Data Processed SEM-PLS, 2025

The analysis of the table above reveals that the effect of Brand Image on consumers' purchase intentions has a T-statistics value exceeding 1.960 ($3.218 > 1.960$) and p-values lower than α ($0.001 < 0.05$). Thus, the findings indicate that brand image has a significant and positive effect on increasing customer purchase intention.. The table demonstrates that Brand Image significantly influences e-WOM, as shown by a T-statistic above 1.960 ($7.323 > 1.960$) and a p-value below α ($0.000 < 0.05$). Thus, the findings confirm that the brand image variable has a significant and positive impact on strengthening electronic word of mouth. Accordingly, the **first hypothesis** is supported.

The table shows that Consumer Attitude's effect on e-WOM yields a T-statistics value greater than 1.960 ($2.929 > 1.960$) and p-values less than α ($0.004 < 0.05$). As a result, the consumer attitude variable is concluded to have a positive and significant effect on the enhancement of electronic word of mouth. Thus, the **second hypothesis** is accepted.

Based on the table, Price Perception significantly and positively affects Customer Purchase Intention, as shown by a T-statistic greater than 1.960 ($2.781 > 1.960$) and a p-value below 0.05 (0.006). As shown in the table, Price Perception's impact on e-WOM is statistically significant, reflected through a T-statistic greater than 1.960 ($3.512 > 1.960$) and a p-value lower than α ($0.001 < 0.05$). Hence, it is inferred that Price Perception positively and significantly contributes to the increase in electronic word of mouth, leading to the acceptance of the **third hypothesis**.

As shown in the table, e-WOM significantly affects Customer Purchase Intention, as evidenced by a T-statistic above 1.960 ($5.388 > 1.960$) and a p-value smaller than α ($0.000 < 0.05$). Therefore, it may be concluded that e-WOM positively and significantly contributes to the increase in customer purchase intention, leading to acceptance of the **fourth hypothesis**.

Table 5. Indirect Effect Test

		Original Sample (O)	Sample Mean (M)	Standard Dev.T (O/STDEV)	StatisticsP Values
X3 (PP)	→ Z (e-WOM) → Y (CPI)	0.094	0.093	0.034	2.754 0.006
X1 (BI)	→ Z (e-WOM) → Y (CPI)	0.212	0.207	0.047	4.532 0.000
X2 (CA)	→ Z (e-WOM) → Y (CPI)	0.075	0.075	0.031	2.418 0.016

Source: Data Processed SEM-PLS, 2025

The table shows that e-WOM significantly mediates the link between Brand Image and Customer Purchase Intention ($T = 4.532 > 1.960$; $p = 0.000 < 0.05$). Accordingly, the fifth hypothesis is accepted, with the mediation identified as partial since both pathways are significant.

The table shows that e-WOM significantly mediates the link between Consumer Attitude and Customer Purchase Intention ($T = 2.418 > 1.960$; $p = 0.016 < 0.05$). Hence, the sixth hypothesis is accepted, with the mediation classified as partial due to the significance of both paths.

The table shows that e-WOM significantly mediates the link between Price Perception and Customer Purchase Intention ($T = 2.754 > 1.960$; $p = 0.006 < 0.05$). Therefore, the seventh hypothesis is accepted, with the mediation classified as partial due to the significance of both pathways.

Table 6. Coefficient of Determination Test (R²)

	R ²	R ² Adjusted
Y (Customer Purchase Intention)	0.563	0.556
Z (e-WOM)	0.582	0.577

Source: Data Processed SEM-PLS, 2025

Brand Image, Consumer Attitude, and Price Perception can affect to Electronic Word of Mouth (e-WOM) has an R-square value of 58.2%. This indicates that 58.2% of the variance in e-WOM is explained by the variables brand image, consumer attitude, and price perception. Meanwhile, Brand Image, Consumer Attitude, Price Perception, and e-WOM explains 56.3% of Customer Purchase Intention, demonstrating a moderate contribution from the three independent variables and the mediating variable. Practically, customer purchase intention is strengthened when brand image is strong, consumer attitudes are positive, prices are perceived as affordable, and customers engage in e-WOM through social media recommendations.

Table 7. Q² (Predictive Relevance) and Blindfolding

	Q ² predict	RMSE	MAE
Y (Customer Purchase Intention)	0.487	0.745	0.579
Z (e-WOM)	0.579	0.679	0.530

Source: Data Processed SEM-PLS, 2025

The Q-square calculation results show that the proportion of data variability explained by the first model is 0.487, while the second model explains 0.579. These values place both models within the large predictive category (> 0.35). Furthermore, the Q² values for all endogenous constructs exceed 0, indicating that the models possess strong predictive relevance.

DISCUSSION

The findings of this study confirm that brand image, consumer attitude, and price perception each have a positive and significant influence on electronic word of mouth (e-WOM) in the customized resin product sector. A strong brand image encourages consumers to share positive experiences online, as it signals trustworthiness, creativity, and product quality. In line with the Theory of Planned Behavior, favorable brand-related attitudes motivate supportive behaviors such as online recommendations, making brand image a key driver of voluntary digital advocacy.

The research implications for brand image are a strategic for Glow Resin Art focus on developing organic online promotion in Instagram, Tiktok and Whatsapp. The owner uses Instagram advertisements to manage the budget and the promotion period needed and Glow Resin Art does not use advertising subsidies or offer advertising services, the owner plans to change the text color and logo background so that it can be read clearly and attract consumer interest.

In addition, consumer attitude plays a crucial role in stimulating e-WOM. Consumers who hold positive perceptions of the brand feel more confident and capable of sharing their experiences through digital platforms. This aligns with perceived behavioral control in the Theory of Planned Behavior, where ease of use, credibility, and usefulness of online information strengthen consumers' willingness to generate e-WOM. In visually driven markets such as customized resin products, positive attitudes lead to more detailed and authentic reviews that enhance credibility for potential buyers.

This result supports the Theory of Planned Behavior (TPB), particularly the role of attitude toward behavior as a key antecedent of intention and behavioral expression. In the context of digital

marketplaces, a positive consumer attitude toward product quality, customization value, and service experience. For resin product customization, the seller communicates with the customer about the desired color, size, and design. The seller also reminds the customer to provide reviews and the best recommendations for Glow Resin Art in the future. Buyers can support this MSME craft by sharing their custom shopping experience at Glow Resin Art on their social media.

The study also demonstrates that price perception significantly influences e-WOM, with fair and value-consistent pricing encouraging positive online communication. Consumers are more likely to share favorable reviews when prices are perceived as reasonable and reflective of craftsmanship. Among all antecedent variables, price perception emerges as the most influential factor, indicating its central role in shaping consumers' online communication behavior. The research implications for price perception is Glow Resin Art should maintain clarity about pricing structures by communicating the rationale behind the cost such as materials used, operational cost, labor cost, and customization details.

Furthermore, e-WOM has a positive and significant effect on customer purchase intention. Positive reviews, visual testimonials, and peer recommendations increase trust, perceived value, and emotional attachment to the brand. Within the Theory of Planned Behavior framework, e-WOM reinforces subjective norms, where social approval and peer influence strengthen consumers' intention to purchase. The research implication for e-WOM on CPI is Glow Resin Art uses marketing tools to increase purchase intention among potential buyers, such as Instagram ads, checking reviews on Shopee, and using the TikTok Live feature.

Finally, the results confirm that e-WOM partially mediates the relationships between brand image, consumer attitude, price perception, and purchase intention. This indicates that while these factors directly affect purchase intention, their impact is substantially amplified through e-WOM. Overall, the findings highlight e-WOM as a critical mechanism that translates positive consumer perceptions into actual purchase intentions, emphasizing its strategic importance for customized resin SMEs operating in digital marketplaces.

Research limitations in this research are researchers faced problems in finding respondents due to their busy schedules, including work and entrepreneurial commitments. Respondents only focus on one platform (Shopee) even though other platform options are still available and relevant such as Tokopedia. The researchers also did not consider other variables such as perceived risk, switching costs and customer experience. In addition, there were difficulties in data processing, as some individuals refused to participate in filling out questionnaires that were important to the study. The results of this study have certain limitations, considering that the small sample size only consists of Generation Z and Millennial respondents who are interested in resin handicraft products in East Java. In addition, researchers are not used to using SmartPLS software, so it requires a period of independent learning to master data processing and analysis.

CONCLUSION

Based on the analysis of the research, the researcher can conclude that brand image has a positive and significant effect on electronic word of mouth, and it emerges as the most dominant variable influencing e-WOM, consumer attitude has a positive and significant impact on electronic word of mouth, price perception positively and significantly affects electronic word of mouth, electronic word of mouth exerts a positive and significant influence on customer purchase intention, electronic word of mouth (e-WOM) serves as a positive mediator in the relationship between brand image and customer purchase intention, electronic word of mouth (e-WOM) positively mediates the relationship between consumer attitude and customer purchase intention, electronic word of mouth (e-WOM) also positively mediates the relationship between price perception and customer purchase intention. Future research are expected to explore more factors influencing customer purchase intentions, using both moderation and mediation variables. Moreover, if the researcher employs the Theory of Planned Behavior by categorizing each variable and assessing the theory's relevance to the variables under investigation, the study model is anticipated to formulate hypotheses that directly connect Brand Image to Purchase Intention, Consumer Attitude to Purchase Intention, and Price Perception to Purchase Intention.

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