



The Mediating Effect of Brand Equity on Purchase Intention in E-commerce: The Role of E-WOM, Social Media Marketing, Brand Image, and Knowledge

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Abstract: *This study discusses the mediating role of brand equity variables on the relationship between electronic word of mouth, social media marketing, brand image, and brand knowledge variables on purchase intention in the context of e-commerce platforms. This study utilizes smart pls 3 to analyze 384 data that have been collected through google form. There are results from the study in the form of the mediating effect of brand equity on electronic word of mouth and social media marketing on purchase intention does not provide a significant influence, but electronic word of mouth, social media marketing, brand image, and brand knowledge have a significant influence on brand equity which will then provide a significant influence on purchase intention from brand equity. This study adopts the theory of planned behavior as the grand theory to discuss these variables which makes this study novelty. In order to remain competitive within the e-commerce industry, businesses must enhance electronic word of mouth, social media marketing, brand image, and brand knowledge. These efforts play a role in enhancing brand equity, which in turn influences consumer attitudes and habits, resulting to increased purchase intention and shopping activity on the e-commerce platform.*

Keywords: *Brand Image; Electronic Word of Mouth; Social Media Marketing; Brand Knowledge; Purchase Intention*

1. Introduction

Rapid developments in the digital era have brought about e-commerce service technology that can provide a medium for every individual to fulfill their needs and have an impact on global economic conditions [1]. The rapid developments that are occurring will certainly affect people's daily lives [2]. The emergence of e-commerce services, it will provide practicality for sellers and consumers to be able to carry out the trading process without having to meet face to face offline, but rather the process can be carried out via online media [3]. Economic development will increase with the presence of e-commerce as an online trading medium. Every year the number of consumers who shop at retail stores is decreasing and starting to switch to online shopping through e-commerce, this is reflected in consumer data that generally retail shopping of 20.1% has switched to shopping through e-commerce and is estimated to reach 23% in 2027 which results in e-commerce development that continues to increase from year to year which will certainly greatly affect the world's digital economy. The total development of e-commerce sales reached US\$5.3 trillion in 2022, continuing to grow to reach US\$6.3 trillion in 2024 which will continue to grow and is estimated to reach US\$7.9 trillion in 2024 worldwide [4]. As e-commerce continues to grow rapidly worldwide, Asia is

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anticipated to make a major contribution to e-commerce growth as its user base continues to grow annually, with data showing 1.21 billion users in 2022, 1.49 billion users in 2024, and an estimated 2.18 billion users in 2027. This will undoubtedly impact the digital economy in Asia, led by China, with e-commerce revenues of US\$1.47 trillion, followed by India with US\$59 billion in 2024 [5]. In Indonesia, there is also a significant growth in the e-commerce sector. The user base continues to expand annually from 2020 to 2023, reaching 58.63 million users, which is expected to continue to increase to 99.1 million users in 2029, which will certainly influence the increase in Indonesia's digital economy. The Gross Merchandise Value (GMV) of Indonesia's digital economy reached approximately US\$77 billion in 2022, which has experienced a growth of 22% over the past year, is projected to reach US\$130 billion in 2025 and will experience more than threefold growth in the range of US\$220 to US\$360 billion in 2030 [6].

The ever-increasing development of e-commerce in Indonesia will certainly attract the attention of business players to compete to develop e-commerce businesses so that e-commerce platforms will be very varied in choice for consumers to choose the right e-commerce so that competition will arise among e-commerce platforms available in Indonesia. In the business sector, companies are faced with very rapid adaptation and development so that it will be very complicated for a company to build and maintain a brand equity [7]. Order to keep up with the development of e-commerce, businesses must maintain a competitive edge and continuously develop strong distribution networks to foster brand expansion and avoid falling behind competitors.

While previous studies have only examined the direct effect of brand equity to purchase intention, limited empirical exploration of brand equity as a mediator that explains how digital marketing factors influence purchase intention in e-commerce. This study provides a new perspective to overcome the tight competition among business actors in the e-commerce platform by developing purchase intention through increasing brand equity to consumers so that a business actor's e-commerce platform can compete with other competitors by using electronic word of mouth, social media marketing, brand image, brand knowledge as independent variables and purchase intention as a dependent variable mediated by the brand equity variable, highlighting that as this study research gap.

This research refers to the Theory of Planned Behavior by Azjen (1985), which is a very influential theory and is commonly used in research on consumer behavior, focusing on the influence of decision making by an individual which is directed towards evaluation based on logical and objective considerations [8]. The theory of planned behavior (TPB) is used as the grand theory in this study because it suggests that behavioral intention (purchase intention) is influenced by attitudes, subjective norms, and perceived individual behavioral control. In this context, variables such as electronic word of mouth, social media marketing, brand image, and brand knowledge act as factors that shape consumers' attitudes and subjective norms, which then influence brand equity as a mediator in the purchasing decision process. Previous research with a similar theory of planned behavior by [9], using brand equity variables to analyze millennials' purchase intentions for sports nutrition products in Ireland. Other research by [10], using the theory of planned behavior, also uses brand equity and brand trust variables as mediators to analyze purchase intention from the occurrence of mutual information social interactions regarding cosmetic products. There is a different study that adopts the theory of planned behavior by [11] using brand equity as a mediator, discussing brand management in consumer behavior. Limited studies have integrated these four antecedents (E-WOM, Social Media Marketing, Brand Image, and Brand Knowledge) simultaneously within the theory of planned behavior framework to examine brand equity's mediation to purchase intention in the Indonesian e-commerce context. Therefore, this research presents a novelty.

2. Literature Review

2.1. E-Word of Mouth (E-WOM), Brand Equity, and Purchase Intention

Electronic word of mouth is an interaction of exchanging information and knowledge carried out by various social media users who use a product or service about their respective experiences to be used as consideration for other individuals before purchasing a product or service [12]. Brand equity is a consumer's general knowledge of a brand that provides added value to a brand that comes from the consumer's experience, which can be a determining factor in purchasing a product [13]. Purchase intention refers to a consumer's willingness to acquire a specific product due to the significant influence of the product that has been deemed worthy in terms of quality and value [14].

There is a positive influence of E-WOM on BE, electronic word of mouth has been driven by the advancement of the internet and widespread use of social networks in the form of assessments of a product by customers [7]. Providing opinions based on customer experience has a significant impact on the behavior of potential customers in decision making, because brand equity is very dependent on the evaluation of product users [12].

H1: E-Word of Mouth has a positive influence on Brand Equity

There is a positive influence of E-WOM on PI, electronic word of mouth provides a significant contribution to purchase intention through facilities in electronic word of mouth in the form of features such as websites, forums, and social media such as e-commerce applications which are certainly very efficient media for promoting a company's products or services which can directly increase purchase intention [15]. Electronic word of mouth that occurs among consumers usually discusses a product and brand that has a greater influence than the statements made by the brand itself and the process of electronic word of mouth will produce high effectiveness in attracting consumer desire to buy a product [16].

H2: E-Word of Mouth has a positive effect on Purchase Intention

2.2. Social Media Marketing, Brand Equity, and Purchase Intention

Social media marketing refers to an activity in online media that can be accessed by many people with the aim of socializing to exchange information, ideas and comments which of course can influence each other between one individual and another [15]. By doing so, social media marketing will certainly provide positive results, such as improving the quality of relationships with consumers and shaping behavior that consumers will carry out as the goal of social media marketing [17]. The rapid development of technology, social media marketing has been accepted and developed rapidly in the marketing field, which can be used to market products and develop a company's brand [18].

There is a positive influence of SMM on BE through users using social media to exchange information online, from these social media marketing activities will have an influence on brand equity [15]. Social media marketing prioritizes connecting, cooperating, and promoting content to shape customers perceptions of value with the primary goal of introducing and enhancing a brand to customers, which creates a positive influence of social media marketing to brand equity [19]. By maximizing the function of social media marketing, It is considered an efficient approach to achieving desired marketing outcomes to establish a solid understanding of brand equity so that social media marketing has a positive influence on brand equity [20]. Social media marketing will influence consumer behavior by providing information, input, and sharing opinions, which will certainly have a significant contribution to

increasing brand equity with the strategy, so that social media marketing has a significant positive influence on brand equity [21].

H3: Social Media Marketing has a positive influence on Brand Equity

There is a positive influence of SMM on PI, social media involvement through activities can influence users to develop an intention to purchase a product which can increase purchase intention [20]. Social media marketing can be categorized as a very crucial aspect in building trust in consumer relationships with a brand, which will certainly lead to the formation of purchase intentions, so that social media marketing exerts a positive influence on purchase intentions [17]. Social media marketing can provide facilities as an exchange of information in two directions that can be utilized by companies to obtain consumer reviews of a product that will make it easier for companies to evaluate and develop their products to be able to meet the expectations desired by consumers who can form a purchase intention so that social media marketing can have a significant influence on purchase intention [22]. Social media marketing will provide relevant and significant information in its media, which will certainly shape a customer's purchase intention because most social media users judge a product based on the information and assessments presented in social media, so social media marketing has a positive influence on purchase intention [23].

H4: Social Media Marketing has a positive influence on Purchase Intention

2.3. Brand Image, Brand Equity, and Purchase Intention

Brand image is an image that serves a crucial function in consumer behavior and influences consumer purchases of products or services with trusted brands. If consumers already trust the quality of a brand, of course they will continue to use that brand and avoid other competing brands, which will definitely benefit the company [24]. Brand image is described as a meaning or message that can be understood by consumers which is represented through a brand which is usually related to an impression of a product or service of that brand [25]. The connection between consumers and brand image is very close because the factors that form a brand image come from the feelings, perceptions and behavior of consumers towards a brand [26].

There is a positive influence of BI on BE as a value that shows the way consumers perceive a brand that describes how a company is valued in the market [27]. Brand image is related to brand equity based on consumers who have an image of a brand, whether positive or negative, which will certainly form a positive relationship with brand equity so that brand image has a positive influence on brand equity [28]. Brand image is based on trust, experience, behavior, and perceptions directly or indirectly towards a brand, which will form firm beliefs and decisions in viewing a brand by consumers so that brand image has a significant influence on brand equity [29]. Brand image can help consumers to understand the value of all brands compared to other competitors which will indicate an understanding that will influence consumer behavior towards brand equity so that brand image will have a significant influence on brand equity [29]. When consumers encounter various brands, they will reflect on the brand image of each brand which comes from a range of factors including product quality, price, and company history which will form a brand image that has an important influence on brand equity value so that brand image has a positive influence on brand equity [30].

H5: Brand Image has a positive influence on Brand Equity

There is a positive influence of BI on PI, brand image can influence consumer knowledge of a product which will shape consumer decision-making in product purchases which will influence purchase intention so that brand image plays a significant influence on

purchase intention [24]. A good brand image is usually supported by perceptions that come from consumer experience in accordance with the quality and value offered by a brand. A good brand image will influence consumers' desire to buy, so that brand image influences purchase intention [25]. The level of brand image owned by a consumer will influence the customer's decision in purchasing a product or service, which can be interpreted as if someone has a good view of a brand, they will remember the brand when they want to make a purchase so that brand image plays a significant positive influence on purchase intention [31]. A good brand image that includes advantages, uniqueness, and distinctive characteristics will influence consumers to choose to use a product through brand image, thus becoming a crucial element in the consumer decision-making process to purchase a product, forming a significant positive influence of brand image on purchase intention [32]. Brand image is formed from functional, symbolic, and experiential factors that will describe a product so that brand image can be interpreted as an external image that is visible, with an external image that has a good reputation will certainly increase consumer purchasing desires so that brand image has a positive influence on purchase intention [26].

H6: Brand Image has a positive influence on Purchase Intention

2.4. Brand Knowledge, Brand Equity, and Purchase Intention

Brand knowledge is information that is remembered by consumers based on assessment and descriptive information that is correlated with a brand that can be an attraction for consumers to find out more about products from that brand [33]. Brand knowledge usually comes from the evaluation of a brand in general that is remembered by consumers, which has become part of their memory, which will certainly influence a consumer's behavior [34]. Brand knowledge is described as a conclusion from a consumer that comes from a variety of information related to a brand that is recognized as subjective knowledge that comes from personal assessment and is objective and expressed through media [35].

There is a positive influence of BK on BE, brand knowledge acts as information related to the performance and understanding of a brand by consumers according on the experience that consumers have regarding a brand and has an important role in a consumer's thinking which will influence a consumer's view of brand equity [36]. Brand knowledge describes a representation in the form of an image that a person has regarding knowledge of a brand so that a person's high level of knowledge of brand knowledge will certainly have a significant influence on increasing a person's brand equity so that brand knowledge has a significant positive influence on brand equity [37].

H7: Brand Knowledge has a positive effect on Brand Equity

There is a positive influence of BK on PI, a consumer who already has brand knowledge related to a brand will certainly encourage the consumer to use products from that brand, to bring up knowledge of a brand to consumers can be done by providing information from a company related to the brand owned which will then give rise to understanding and trust from consumers about a brand so that it will increase the probability of the consumer's intention to use the brand [38]. In general, knowledge reflects the characteristics that will influence a decision process that will be carried out both positively and negatively, if the lack of knowledge related to information that can be categorized as brand knowledge will certainly reduce the value of brand knowledge owned, whereas if a consumer who has high knowledge of a brand will certainly increase a stronger intention to purchase or consume a product so that brand knowledge has a significant influence on purchase intention [39].

H8: Brand Knowledge has a positive effect on Purchase Intention

2.5. Brand Equity and Purchase Intention

There is a positive influence of BE on PI, a brand that has high brand equity will certainly have an influence on the high desire and consumer preference to buy products or services from that brand [40]. Purchase intention is defined as the consumer's inclination to buy a product from a brand. Consumers' desires are influenced by various factors based on strong brand equity from the loyalty of existing consumers to convey their experiences with many people through word of mouth so that a good experience about a brand can be spread which will form a high brand equity so that brand equity has a positive influence on purchase intention [9]. Brand equity is created based on consumer memories based on previously formed images following its development, with increasing appreciation for a brand, the intention to buy a product will be formed by the consumer so that brand equity has a positive influence on purchase intention [41]. Before making a purchase, a consumer will certainly gather information related to a product and brand, which will certainly increase brand equity. High brand equity will encourage a consumer to make a purchase, so that brand equity has a positive influence on purchase intention [42].

H9: Brand Equity has a positive effect on Purchase Intention

2.6. Mediation Effect of Brand Equity

There is a positive influence on BE from E-WOM to PI, brand equity functions as an essential component within marketing, consumers have the view that brand equity is an asset that influences the name and symbol of a brand from the value given by the brand's product which is obtained from the influence of electronic word of mouth and with the increase in the value of brand equity by a consumer, it will certainly increase the consumer's willingness to finalize a buying decision of a product [7]. Electronic word of mouth that has a good impression will certainly have a positive influence on the brand equity of a product in order to enhance an individual's purchase intention towards a product so that electronic word of mouth has a positive influence on purchase intention mediated by brand equity [43].

H10: Brand Equity mediates the positive relationship between e-Word of Mouth and Purchase Intention

There is a positive influence on BE from SMM to PI, the role of social media marketing to introduce a brand's products or services in social media can provide an explanation of the products or services of a brand itself to provide an overview of the product or service information of a brand that will shape the perception of consumers regarding a brand that they see through social media marketing which will shape a desire from consumers to make a purchase [14]. Social media marketing produces a role to build consumer perceptions of a brand equity through activities in social media marketing by gathering a large number of consumers and exposing a product or service from a brand that will form a brand equity and if a brand equity has been formed in large-scale consumers, there will definitely be a tendency to consider purchasing a product or service from a brand by consumers who already have brand equity so that brand equity can mediate the positive relationship of social media marketing to purchase intention [44].

H11: Brand Equity mediates the positive relationship between Social Media Marketing and Purchase Intention

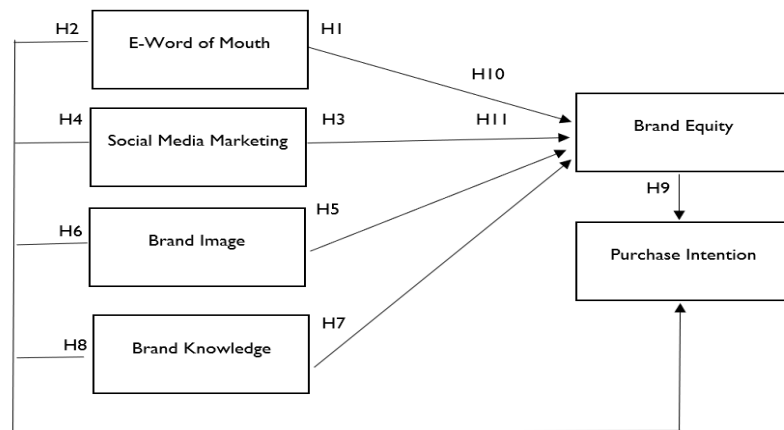


Figure 1. Research Model

3. Research Methodology

This study used a quantitative method utilized to acquire data through an online survey. The quantitative method was used to obtain numerical data and contribute to the research by targeting consumers who regularly used e-commerce service applications such as Tokopedia, Shopee, Bukalapak, Lazada, and Zalora as respondents. This quantitative method was implemented using a Google Form survey that generated a total of 384 respondents from November 2024 to April 2025. All variables were assessed on a multiple-choice scale that spans from strongly agreed to strongly disagreement. Data from respondents obtained from the Google Form were analyzed using the PLS-SEM method with SmartPLS [45].

4. Results and Discussion

4.1 Respondent Demographics

Respondent demographic data includes gender, age, last education, domicile, occupation, and monthly income totaling 384 respondents in table 1. There are data in the form of respondent gender, namely 61.46% are male and 38.54% are female. Data in the form of age, namely 10.94% under 20 years old, 54.17% aged 20-25 years, 25% aged 26-30 years, and 9.9% over 30 years old. Data in the form of the last education, namely 54.95% is high school or equivalent. Data in the form of domicile, namely 90.89% comes from Batam City. Along with data of 37.76% of respondents are private employees with monthly income data, namely 30.47% between Rp 3.500.000 - Rp 5.000.000. The respondent data obtained is dominated by respondents with the criteria of men aged 20-25 years who have the status of private employees and have an income of Rp. 3.500.000 - Rp. 5.000.000, indicating that the average age of respondents who are still young has higher involvement and interest in shopping activities on e-commerce platforms because to access e-commerce platforms requires an understanding of technology from its users and has income for shopping so that this research can be more relevant to describe the behavior of consumers who are relatively young and literate towards technological developments also from a financial perspective and it can be interpreted that the demographic data obtained supports the validity of this research considering that the respondents involved are a group that is active in using technology and has purchasing power that is in accordance with the characteristics of consumers on most e-commerce platforms today.

Table 1. Demographics Respondent

Information	Data	Frequency	Percentage
Gender	Man	236	61.46%
	Woman	148	38.54%
Age	<20 Years	42	10.94%
	20-25 Years	208	54.17%
	26-30 Years	96	25%
	>30 Years	38	9.90%
Last education	High School or Equivalent	211	54.95%
	Bachelor's degree	160	41.67%
	Other	13	3.39%
Domicile	Batam City	349	90.89%
	Outside Batam	35	9.11%
Work	Students	135	35.16%
	Private employees	145	37.76%
	Government employees	59	15.36%
	Businessman	45	11.72%
Monthly Income	<3.500.000	102	26.56%
	3.500.000-5.000.000	117	30.47%
	5.000.001-7.500.000	97	25.26%
	7.500.001-10.000.000	37	9.64%
	10.000.000	31	8.07%

Source: Primary data (2025)

4.2 Measurement Model

Convergent validity is assessed to measure the validity contribution of each indicator in a variable, with the data shown in Table 2 having the criteria that the outer loading value and AVE value greater than 0.5 are considered valid [46], the validity value for Cronbach's Alpha and Composite Reliability (CR) is greater than 0.6 [47]. The data shown in Table 2, there is one variable that was deleted, namely EW 2, because the value of the factor loading is not greater than 0.6 [48].

Discriminant validity indicates the testing of each variable with other variables seen from the value of each variable exceeds its correlations with the remaining variables below it, the results of the discriminant validity test that has been carried out all data in accordance with the requirements with a brand equity value of 0.719; brand image of 0.708; brand knowledge of 0.716; electronic word of mouth of 0.730; purchase intention of 0.766; social media marketing of 0.750 [49].

Table 2. Validity Results

Variables	Indicator	Factor Loading	AVE	CR	Cronbach's Alpha	VIF
E-Word of Mouth	EW 1	0.782	0.532	0.819	0.706	1.411
	EW 3	0.763				1.390
	EW 4	0.685				1.291
	EW 5	0.682				1.245
	Social Media Marketing	SM 1				0.740
SM 2	0.703	1.133				
SM 3	0.803	1.331				
Brand Image	BI 1	0.733	0.502	0.875	0.834	1.608
	BI 2	0.676				1.582
	BI 3	0.692				1.669
	BI 4	0.638				1.439
	BI 5	0.721				1.775
	BI 6	0.747				1.783
	BI 7	0.744				1.736
Brand Knowledge	BK 1	0.731	0.513	0.880	0.841	1.658
	BK 2	0.698				1.597
	BK 3	0.668				1.496
	BK 4	0.680				1.547
	BK 5	0.754				1.732
	BK 6	0.751				1.700
	BK 7	0.725				1.694
Brand Equity	BE 1	0.741	0.517	0.810	0.687	1.442
	BE 2	0.669				1.234
	BE 3	0.685				1.275
	BE 4	0.776				1.459
Purchase Intention	PI 1	0.789	0.586	0.809	0.646	1.351
	PI 2	0.721				1.177
	PI 3	0.786				1.338

Source: Primary data processed by researchers (2025)

4.3 Hypothesis Testing

In assessing the results of a hypothesis, the value of P Value is a very important aspect in determining whether the results are accepted or rejected. From the table shown, there are the following results: H1 shows that the direct effect of E-WOM on BE has a positive influence which is accepted with a P Value of 0.021 and these results are supported by [7] and [12]. H2 shows that the direct effect of E-WOM on PI does not have a positive influence which is rejected with a P-Value of 0.547 and these results are contrary by [15] and [16]. H3 shows that the direct effect of SM on BE has a positive influence which is accepted with a P Value of 0.025 and these results are supported by [15], [19], [20], and [21]. H4 shows that the direct effect of SM on PI has a positive influence which is accepted with a P Value of 0.018

and these results are supported by [20], [17], [22], and [23]. H5 shows that the direct effect of BI on BE has a positive influence which is accepted with a P Value of 0.022 and these results are supported by [28] and [30]. H6 shows that the direct effect of BI on PI does not have a positive influence which is rejected with a P Value of 0.068 and these results are contrary to [24], [25], [31], [32], and [26]. H7 shows that the direct effect of BK on BE has a positive influence which is accepted with a P Value of 0.000 and this result is supported by [36] and [37]. H8 shows that the direct effect of BK on PI has a positive influence which is accepted with a P Value of 0.041 and these results are supported by [38] and [39]. H9 shows that the direct effect of BE on PI has a positive influence which is accepted with a P Value of 0.002 and these results are supported by [9], [41], and [42]. The results of the indirect effect data shown in the table, using the brand equity indicator as a mediating variable did not provide a positive influence on the two hypotheses, namely H10 with the BE indicator mediating EW on PI with a P Value of 0.076 which is contrary to [7], [43] and H11 with BE indicator mediates SM against PI with P Value of 0.052 which is contrary to [14] and [44].

The results of the study show that of the 11 hypotheses, there are 7 hypotheses that can provide a positive influence supported by the data obtained, namely (H1, H3, H4, H5, H7, H8, H9). The reasons are electronic word of mouth, social media marketing, brand image, and brand knowledge significantly strengthen brand equity by shaping consumer’s perception and comprehension of e-commerce platform. Social media marketing and brand knowledge also directly influence purchase intention, while brand equity itself significantly drives purchase intention by enhancing trust and preference to consumers, and 4 hypotheses that do not provide a positive influence supported by the data obtained, namely (H2, H6, H10, H11). The reasons are electronic word of mouth is only a limited information that obtained from social media which cannot directly form a purchase intention and also for the mediating effect by brand equity from electronic word of mouth is not strong enough to trigger purchase intention. Instead brand equity must be influenced by multiple factors, and for social media marketing that does not have a significant effect on the mediation because the direct effect from social media marketing on purchase intention is stronger than having to go through the mediation which can be triggered from promotion offer through social media. Brand image also cannot directly form a purchase intention because brand image is just a symbolic value while purchase intention need a belief and actual experiences that valued to consumers.

Table 3. Hypothesis Testing Result

Hypothesis	Indicator	Original Sample	P Value	T Statistics	Results
H1	EW => BE	0.121	0.021	2.322	Accepted
H2	EW => PI	0.029	0.547	0.602	Rejected
H3	SM => BE	0.14	0.025	2.249	Accepted
H4	SM => PI	0.155	0.018	2.374	Accepted
H5	BI => BE	0.192	0.022	2.289	Accepted
H6	BI => PI	0.135	0.068	1.827	Rejected
H7	BK => BE	0.352	0	4.047	Accepted
H8	BK => PI	0.178	0.041	2.048	Accepted
H9	BE => PI	0.217	0.002	3.06	Accepted
H10	EW => BE => PI	0.026	0.076	1.78	Rejected
H11	SM => BE => PI	0.03	0.052	1.949	Rejected

Source: Primary data processed by researchers (2025)

5. Conclusions

This study seeks to examine the influence of brand equity on purchase intention, supported by the role of electronic word of mouth, social media marketing, brand image, and brand knowledge in this relationship, which is based on the theory of planned behavior. The theory of planned behavior is formed by the attitudes and habits of a consumer regarding a brand that will influence the consumer's intention to determine the behavior of using or purchasing a product.

In this study, brand equity is used as a mediation to influence electronic word of mouth and social media marketing to increase the formation of purchase intention by a consumer and it is proven from the data obtained that brand equity as a mediation does not provide a significant influence, but the results of the study show that a consumer must be influenced by electronic word of mouth, social media marketing, brand image, and brand knowledge first to be able to form an understanding of brand equity towards a new e-commerce service can trigger the formation of an intention from a consumer in the form of purchase intention to shop at an e-commerce service of his choice based on the information that has been obtained. The results of this study prove that social media marketing and brand knowledge obtained and understood by a consumer can directly influence the formation of a consumer's intention (purchase intention) to shop at an e-commerce service, while electronic word of mouth and brand image obtained by a consumer do not provide a significant influence directly to form a consumer's intention (purchase intention) to directly shop at an e-commerce service.

The conclusion of this study is to overcome the tight competition among business actors in the e-commerce platform, a business actor needs to improve in terms of electronic word of mouth, social media marketing, brand image, brand knowledge to potential consumers to improve the value of brand equity to potential customers from the e-commerce service platform owned to trigger an attitude and habit in the form of planned behavior so that it can increase the formation of purchase intention to carry out shopping activities by consumers on the e-commerce service platform owned.

This study emphasizes the importance of managerial implications for e-commerce practitioners and managers in Indonesia. The results demonstrate that brand image and brand knowledge development play a significant role in enhancing brand equity through consistent, accurate, and transparent information to build platform credibility, as well as service quality to enhance a smooth user experience. This strategy can provide an advantage over other e-commerce platforms in competitive market. The longterm sustainability of strengthening brand knowledge and building brand image development among consumers can strengthen brand equity to maintain sustainable purchase intention in the Indonesian e-commerce sector.

The results of this research will certainly have limitations because the data obtained were mostly from respondents in Batam, Indonesia, and there will certainly be differences in perceptions or views from respondents from areas outside Batam. Furthermore, this research data was collected through a Google Form survey, which has the potential to be inaccurate. Therefore, for further research, it is recommended to execute research through a larger scale of respondents and conduct direct question and answer sessions to obtain more accurate data. In an effort to enhance this research, future research may explore dependent variable such as purchase behavior or customer loyalty, not just purchase intention and also includes a moderating variable such as product type (hedonic vs utilitarian) or consumer involvement.

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