

Original Article

Factors that Influencing Lanbena's Brand Image in Jakarta

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Abstract: Everyone has different facial skin which makes people look for skin care that suits their skin. Because of these conditions, coupled with the trend of using skincare for self-care, many skincare brands are mushrooming, ranging from local skincare to foreign-produced skincare. The existence of choices given by consumers between local skincare and foreign skincare makes competition between brands heat up. The purpose of this study is to ascertain the major impact of social media marketing, online reviews, and E-WOM on the perception of Lanbena in Jakarta. This cross-sectional study employs a quantitative descriptive research approach. The sample size for this study includes 100 respondents who use Lanbena skincare and reside in Jakarta, making up the study's population of Lanbena skincare users in Jakarta. In this study, purposive sampling was used. The questionnaire used for data collection was delivered via a Google form, and respondents who completed it after passing the initial round of screening questions were asked to rate their responses on a Likert scale from 1 to 5. SEM PLS 4.0 is used in this study's data processing. The study's findings demonstrate that social media marketing enhances brand perception. Online reviews also have a favourable impact on a brand's reputation. The study's findings also indicate a favourable relationship between E-WOM and brand perception.

Keywords: Social Media Marketing, Online Reviews, E-WOM, Brand Image.

I. INTRODUCTION

Every individual has different facial skin. Different facial skin means the treatment is also different. This condition makes skincare brands or companies appear in Indonesia. Before buying skincare, consumers will see the image of a brand or company. Brand image is the perception of a company. Consumer perception of a brand is known as its brand image (The Branding Journal, 2021). An individual's view of a brand that is stored in customers' memory and may affect brand purchases is known as a brand image (Margaretha and Rodhiah, 2021). When a customer is faced with a stimulus (brand, product, etc.), consumers will make a perception of himself to the brand or brand of a given product. Consumer purchases are based on their perception of the brand. Therefore, a positive brand image is very important (Daud, 2021).

Factors that influence the formation of brand image are product quality, service, company policies, company reputation, and company marketing activities (Daud, 2021). Social media can be used for marketing purposes. The phrase social media marketing is well-known in social media. Social media marketing is advertising done through social media (Helianthusonfri, 2019). Social media marketing involves creating content that will be shared on social media to promote products or services (Kurniawan from Niagahoster, 2023).

Apart from social media marketing, brand image can be formed through online reviews and E-WOM. Online reviews are opinions or reviews written on the internet regarding products, services, or consumer experiences when using products or services from companies (Eclinchier, 2021). Online reviews made by consumers can be used as introductions to products and services that consumers have used. E-WOM refers to comments made online about a company or product that are neutral or favourable by former customers, current consumers, or potential customers (Machado and Rodhiah, 2021). E-WOM refers to the opinions expressed by current, former, and potential customers of a certain brand on its goods and services (Henning-Thurau, 2004).

The goal of this study was to ascertain the impact of social media marketing, online reviews, and word-of-mouth (E-WOM) on brand perception. According to earlier research by Jasin (2022), social media marketing has a favourable and considerable impact on brand image. According to research done by Chakraborty and Bhat (2017), online reviews have a favourable impact on brand image. According to research by Putra et al. (2019), E-WOM enhances the perception of brands.

This study examines Lanbena's skincare brand image by using social media marketing which includes Lanbena Indonesia's Instagram social media content, online reviews which include reviews of consumers who have bought and used Lanbena products which can be used as references for potential consumers, and E-WOM which includes positive responses and negative of Potential, actual, and past consumers regarding a company's brand, product, service that can affect sales and the company's good name.



The variables in this study refer to previous research. However, there are differences from previous studies, including the use of brand image in the current study as the dependent variable, whereas in previous studies, brand image was used as a mediating variable. In addition, there are differences in the subject and object of research, as well as research locations, namely in Jakarta. This study uses the Lanbena brand as a research subject.

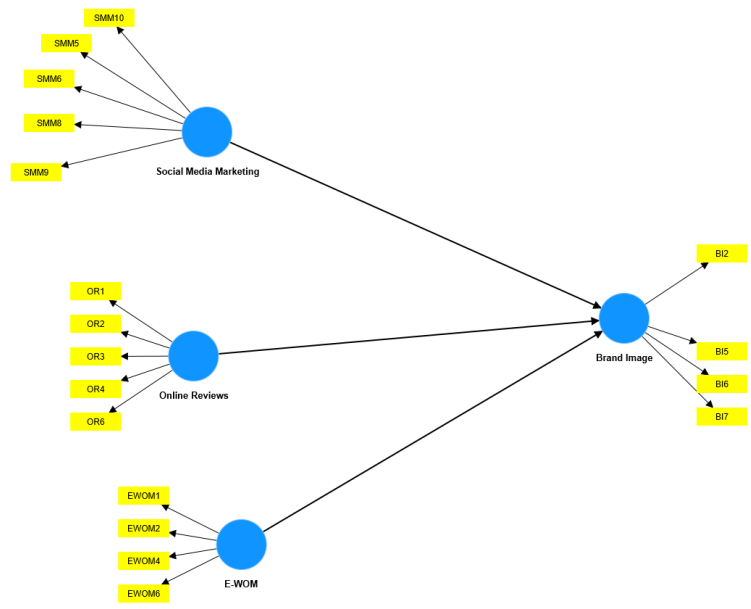
II. LITERATURE REVIEWS

Using social networks, online communications, blogs, wikis, or other collaborative online media for marketing, sales, public relations, and customer service is known as "social media marketing" (Barker et al., 2013). Social media marketing is a type of online advertising that makes use of social networking sites for brand visibility, consumer engagement, and social media marketing (Dodson, 2016). Social media marketing can change a brand's or business's perception of itself (Suvina and Yuwono, 2022).

Online reviews are a form of communication made by customers who have purchased products or services from certain brands to potential buyers (Angelique, et. al., 2021). Positive online reviews can build a good brand image by providing quality products and services. This can convince consumers about the products or services provided by the company (Angelique, et. al., 2021).

E-WOM stands for electronic word-of-mouth, which involves using social media networks to disseminate information (Dahl, 2015). E-WOM is a way to convey personal information about a product or service from a company that can influence consumers. Towards products or services and companies (Yohansyah and Rodhiah, 2022). Reviews or comments made by consumers on social media can affect the development of brand image (Suvina and Yuwono, 2022).

The research model's specifics are as follows:



Figures 1: Research Models

For this reason, the research hypothesis can be formulated:

- H1. Social media marketing has a significant effect on brand image
- H2. Online reviews have a significant effect on brand image
- H3. E-WOM has a significant effect on brand image.

III. RESEARCH METHODS

A quantitative cross-sectional descriptive study was used for this investigation. Customers of Lanbena in Jakarta make up the study's population. In this study, a non-probability sampling approach and a purposive sampling methodology were used for the sampling process. The number of samples taken was 100 people. Data collection in this study used the Google Form with a Likert scale of 1-5, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Data processing in this study uses SEM-PLS 4.0.

IV. RESULTS AND DISCUSSION

A) Respondents Profile

Respondents to this study were dominated by men with a percentage of 56%, followed by women with a percentage of 40% and chose not to answer as much as 4%. The ages of the respondents in this study were 18-22 years (71%), 23-27 years (15%) and over 38 years (14%). Most of the respondents' occupations are students (67%), followed by employees (14%), housewives (8%), lecturers (2%), unemployed (2%), business executives (1%), online motorcycle taxi (1%), fresh graduate (1%), and did not answer (1%).

B) Analysis

This study uses SEM-PLS 4.0. In SEM-PLS, the terms outer model and inner model are known.

C) Outer Model

The outer model is a type of analysis used to evaluate the accuracy and dependability of each variable's predictors, statements, and questions in surveys and other types of research instruments.

a. Convergent validity

Convergent validity can also be seen from the AVE (Average Variance Extracted) value > 0.5.

Table 1: Average Variance Extracted

	Average variance extracted (AVE)
Brand Image	0.611
E-WOM	0.610
Online Reviews	0.630
Social Media Marketing	0.645

The AVE value for each variable in Table 1 is > 0.5, which indicates that the predictor value for each variable is declared to be valid.

b. Descriptive Validity Testing

Fornell-Larcker and the cross-loading value both demonstrate discriminant validity. If the cross-loading value is > 0.7 or if it is determined that the cross-loading of the predictor is bigger on the latent variable itself than the loading value on other variables, the predictor is deemed to be valid.

Table 2: Cross-loading

	Brand Image	E-WOM	Online Reviews	Social Media Marketing
BI2	0.799	0.631	0.682	0.510
BI5	0.727	0.530	0.473	0.545
BI6	0.772	0.606	0.518	0.580
BI7	0.826	0.532	0.696	0.518
EWOM1	0.615	0.791	0.546	0.361
EWOM2	0.535	0.775	0.437	0.314
EWOM4	0.521	0.771	0.524	0.285
EWOM6	0.619	0.788	0.539	0.365
OR1	0.529	0.590	0.793	0.375
OR2	0.606	0.519	0.833	0.473
OR3	0.631	0.464	0.731	0.605
OR4	0.612	0.519	0.841	0.383
OR6	0.632	0.521	0.767	0.420
SMM10	0.475	0.212	0.302	0.810
SMM5	0.489	0.275	0.434	0.722
SMM6	0.562	0.405	0.424	0.812
SMM8	0.624	0.424	0.577	0.816
SMM9	0.584	0.363	0.523	0.848

Each predictor value for the latent variable in Table 2 has a value greater than the predictor value for the other variables and has a value of > 0.7. The cross-loading value is therefore recognised as legitimate.

The Fornell-Larcker value, which is used to guarantee discriminant validity, shows discriminant validity. Each hidden variable's value needs to be greater than the values of the other variables (Garson, 2016; Ghozali and Luthan, 2015; Hair et al., 2017; Wong, 2019 in Hardisman, 2021).

Table 3: Fornell-Larcker

	Brand Image	E-WOM	Online Reviews	Social Media Marketing
Brand Image	0.782			
E-WOM	0.737	0.781		
Online Reviews	0.763	0.657	0.794	
Social Media Marketing	0.687	0.427	0.573	0.803

Each latent variable's Fornell-Larcker value in Table 3 is higher than the value for the other variables. The Fornell-Larcker value is therefore accurate.

c. Composite reliability testing

Table 4: Cronbach's Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho_c)
Brand Image	0.787	0.862
E-WOM	0.788	0.862
Online Reviews	0.853	0.895
Social Media Marketing	0.862	0.900

In Table 2.5 the value of cronbach's alpha and composite reliability > 0.7. That is, the predictor can be said to be reliable.

D) Inner Model

Inner model is a structural analysis performed to test the hypothesis.

a. The result of the value of the coefficient of determination.

The coefficient of determination (R^2) is a way to assess how much an endogenous construct can be explained by an exogenous construct. The coefficient of determination is expected to be 0 and 1. The value of $R^2 = 0.75$ (strong model), $R^2 = 0.50$ (moderate model), $R^2 = 0.25$ (weak model) (Sarstedt et al, 2017 in Syahrir, et. al., 2020)

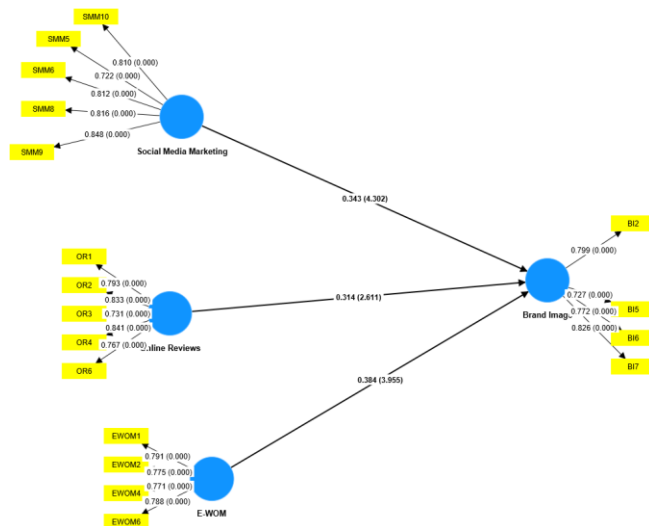
Table 5: R-Square
Coefficient of Determination

	R-Square	R-Square adjusted
business performance	0.758	0.750

The coefficient of determination (R^2) in Table 5 shows a value of 0.758 or 75.8%. That is, the ability of the Social Media Marketing, Online Reviews, and E-WOM variables explains the Brand Image variable by 75.8%. Other factors outside the scope of this study account for the proportion of 24.2%.

E) Inner Model testing

The result of bootstrapping is



Figures 2: Bootstrapping Test Results

According to the positive numbers between the variables in Figure 3.1, the relationship between the variables has a positive influence.

Table 6: Bootstrapping test Results

	Original Sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Social Media Marketing -> Brand Image</i>	0.343	0.080	4,302	0.000
<i>Online Reviews -> Brand Image</i>	0.314	0.120	2,611	0.009
<i>E-WOM -> Brand Image</i>	0.384	0.097	3,955	0.000

The T-statistic value > 1.96 and p <0.05 are displayed in Table 4.14. T-statistic value for the impact of social media marketing on brand image is 4,302, and p-value of 0,000. This demonstrates the validity of the idea. The T-statistic value and p-value for the effect of online reviews on brand image are 2.611 and 0.009, respectively. This demonstrates the validity of the idea. T-statistic value is 3,955 and p-value of 0,000 for the impact of E-WOM on brand image. This demonstrates the validity of the idea.

V. DISCUSSION

The first hypothesis (H1) test results indicate that there is a significant and advantageous relationship between social media marketing and brand image. The findings of this study are consistent with those of research done by Taan, et al. (2021), which found that using social media effectively can improve brand image through content creation, customer engagement, and content sharing. The findings of this study are also consistent with those of a study by Jasin (2022), which found that social media marketing significantly improves brand image. According to research done by Harvina et al. in 2022, social media marketing significantly improves brand perception. According to the indicators in this study, research by Cheung, et al. (2017) is in line with prior research that examined the connection between social media marketing and brand image from the perspectives of entertainment, engagement, and fashionable. According to his research, knowing how social media marketing affects a brand's image aids in the development of future marketing strategies. Properly and correctly creating content on social media can form Lanbena's brand image. Elements, colors, and the use of good words can form a company image. The image that is formed can be in the form of Lanbena Indonesia's active Instagram posting social media content, the content presented, and interactions with consumers.

The second hypothesis (H2) test findings indicate that there is a considerable and advantageous relationship between internet reviews and brand image. This study supports research by Angelique, et al. (2021), which found that consumer perceptions of a brand are influenced by online reviews left by past customers. Online reviews and brand image have a substantial association, according to research by Chakraborty and Bhat from 2017. Positive online reviews can make Lanbena's brand image look good. By providing good service and providing good product quality, consumers will leave good reviews and from these reviews can attract potential customers to buy products from the Lanbena brand.

According to the findings of hypothesis 3 (H3), E-WOM significantly and favourably affects brand image. The findings of this study are consistent with those of Handoko and Melinda study from 2021, which found that E-WOM can either build or damage a company's brand image. This study has shown that E-WOM significantly affects brand perception. According to research by Putra et al. (2019), E-WOM has a favourable impact on brand image. E-WOM is not only obtained from actual consumers. E-WOM can be obtained through previous consumers and potential consumers. Therefore, the Lanbena brand must be careful in act, such as act in serving consumers and producing products that are safe for consumers. E-WOM could make Lanbena's brand known by the public, whether it is known as a good brand or a bad brand. Therefore, the Lanbena brand must maintain a good name by improving the quality of services and products, and not "get involved" in problems that make a bad brand name.

VI. CONCLUSIONS AND SUGGESTIONS

Based on the results and discussion, it can be concluded that:

1. Lanbena brand image in Jakarta has been significantly and favourably impacted by social media marketing.
2. The brand image of Lanbena in Jakarta has been significantly and favourably impacted by online reviews.
3. In Jakarta, E-WOM significantly and favourably affects Lanbena brand image.

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