

ABSTRACT

In the fast-paced digital era, *Electronic Word of Mouth* (e-WOM) has become a major force in shaping consumer behavior, especially in the highly competitive cosmetics industry. As a leading global brand dominating the Indonesian cosmetics market, Maybelline faces the challenge of leveraging e-WOM to build emotional connections with consumers. The growing consumer activity on social media highlights the need for brands to better understand how e-WOM can enhance brand image, brand integrity, and ultimately drive consumer purchase intention.

This study aims to analyze the influence of e-WOM on the purchase intention of Maybelline cosmetic products by considering the mediating role of brand image and brand integrity. It also seeks to address the extent to which e-WOM contributes to shaping consumer perceptions that ultimately affect their purchase intention. Focusing on active social media users, this study strives to broaden insights into digital marketing dynamics in the beauty industry.

A quantitative research method with a survey approach was employed, collecting data from 385 respondents who are active users of Maybelline products on social media. The data analysis technique used was *Structural Equation Modeling-Partial Least Square* (SEM-PLS) to examine the relationships among research variables. All data processing was carried out systematically to ensure the validity and reliability of the instruments used.

The findings reveal that e-WOM has a significant positive effect on brand image and brand integrity, which in turn has both direct and indirect impacts on consumer purchase intention. This confirms that e-WOM not only serves as an information-sharing tool but also acts as a signal that builds consumer trust and loyalty toward the brand. Brand image and brand integrity are proven to be effective mediators in strengthening the influence of e-WOM on purchase intention.

This study provides theoretical contributions to the development of digital marketing models, particularly in the cosmetics industry, and offers practical recommendations for Maybelline and other industry players to strategically manage e-WOM activities. It is suggested that companies enhance their brand presence positively on social media to build a strong image and integrity trusted by consumers, thereby encouraging increased purchase intention amid intense competition.

Keywords: Electronic Word of Mouth (e-WOM), brand image, brand integrity, purchase intention, cosmetics.