

The Influence of Electronic Word of Mouth on Purchase Intention Mediated by Brand Image on Indomie Instant Noodles in Bandung City

Reykhani Ikhsan Suryaman^{1*)}, Elis Dwiana Ratnawarni²⁾

^{1*,2)}Management Study Program, General Achmad Yani University, Cimahi

E-mail:reykhanikhsan_20p226@mn.unjani.ac.id,elis.dwiana@lecture.unjani.ac.id

Abstract. *This research aims to identify the influence of electronic word-of-mouth on purchase intent mediated by the brand image of Indomie instant noodles in the city of Bandung. It is determined if the research instrument has passed the validity and reliability tests. This method was used to collect information from respondents, or active Generation Z social media users who did not have time to buy Indomie instant noodle products as research evaluated subjects by ninety respondents. Cross-sectional or one-shot research is the information collection procedure used. Analysis of multiple linear regression information was carried out using the Sobel test and SPSS type 22 tools. The four research hypotheses that have been put forward have empirical support. The results of this research show that brand image can act as a mediating aspect in the relationship between electronic word-of-mouth and purchasing desire. Meanwhile, more academics may be advocating the use of alternative inspirations that directly influence purchase intentions. Managers of comparable e-commerce businesses can also benefit from the findings of this research in terms of developing relevant strategies to improve the quality of these characteristics.*

Keywords: *Electronic word of mouth; Brand image; Purchase intention*

I. INTRODUCTION

People's lifestyles are increasingly changing due to the shift of the era towards modernity. Items that are present in the modern lifestyle are often useful, concise, and up-to-date. If the food has to be cooked by yourself, this causes individuals to prefer food that is easy to prepare and quick to prepare. (Ainun Naim, 2020). The fast food sector, especially the instant noodle industry, has benefited from this change in consumer behavior. Instant noodles are widely favored by various groups because of their delicious taste, simple and quick preparation, sufficient calorie content, affordable price, and long shelf life. (Central Bureau of Statistics, 2020). When Japan lost World War II, there was a food crisis, and instant noodles were created as a solution. In 1958, instant noodles were introduced. (Rohmitriasih, 2022). Indonesia imported the first instant noodles

from Japan, where they were first produced. The first instant noodle factory was finally built in Cijantung, Jakarta, in July 1968 as a result of the success of the food product. The facility was owned by PT Lima Satu Sankyo Food Industry, a Japanese company that collaborated with Sankyo Shokuhin Kabushiki Kaisha. Therefore, instant noodles emerged as a pioneer in Indonesia which was first introduced in 1968 (DetikFinance, 2022). Among Indonesian people, Indomie has become the standard for all instant noodle brands among Indonesian people. Its name is Indomie, whatever the brand (Dwi Arjanto, 2023). Indomie is an Indonesian instant noodle that has become a global phenomenon. Indomie was first created in 1969 by the Indofood company and quickly became a popular snack in Indonesia. (Indomie.. My Taste. This Instant Noodle Has Become a Global Phenomenon,

2022). There are five major brands competing in the instant noodle industry, as shown in the following table:

Table 1. Presentation of TBI instant noodles 2022-2024

Brand	2022	2023	2024	Increase/Decrease
Indomie	72.90	72.50	71.20	(1.70)
Delicious Noodles	15.50	16.20	13.90	(1.60)
Gaga Noodles	2.20	1.70	4.20	2.0
Sarimi	2.60	2.60	2.40	(0.20)
Supermi	1.60	1.30	1.90	0.30

Source: Top Brand Award

To measure the level of success of a brand, it can be seen through the presentation table of the ranking owned by the brand. Based on Table 1. above among other instant noodle brands, Indomie received the highest Top Brand Index rating.(TBI, 2024). On the other hand, it is known that there has been a decrease of 1.70% from 72.90% in 2022 to 71.20% in 2024. The evaluation of this index was carried out using survey data from 8,500 people spread across 15 major cities in Indonesia. There are three types of respondents: 800 B2B booster samples, 1,700 booster samples, and 6,000 random samples. This evaluation is based on three characteristics. First, the product brand that was first mentioned by the respondent, or Top of Mind. Second, the current use of the product brand by the respondent. Third, the respondent's intention to use the brand's product in the future, or their intention in the future(Ahdiat, 2023). So based on this phenomenon, it can indicate a decrease in buying interest. Which is influenced by Ewom as one of the triggers for the decline in the brand image of Indomie instant noodles in 2024 as a problem in this study.

II. LITERATURE REVIEW

Electronic Word Of Mouth

Electronic word-of-mouth marketing according to Kotler and Keller (2019) is marketing that utilizes the internet with the aim of generating word-of-mouth publicity to promote a brand and its objectives. Electronic word-of-mouth communication provides consumers with information about the quality of a product. In

addition, signals conveyed through electronic word-of-mouth information have the potential to significantly reduce the risk and uncertainty faced by buyers when making a purchase. Therefore, electronic word-of-mouth information can influence people's decisions to buy.(Akbar et al., 2019). Nowadays, it is often seen that before making a purchase decision, a person goes through various sources and tries to investigate the value and quality of a product or service based on reviews from experienced people. Therefore, a customer's decision to purchase a product depends largely on the pre-purchase information gathered and the feedback (reviews and comments) from people who have already used it.(Yusuf, AS, Che Hussin, AR and Busalim, 2018);(Ceylan, 2021). According to Kotler and Keller (2019) to measure the influence of electronic word of mouth requires several indicators, namely Ewom credibility, Ewom quality, and Ewom quantity.

Brand Image

According to Kotler and Keller (2019), brand image refers to extrinsic quality or elements that can be observed and evaluated even before customers use a product or service. This includes how a brand can satisfy the psychological and social demands of customers. While consumers' desire to think, feel, and behave towards a company is interpreted as its brand image, according to Julius, Yudi and Limakrisna (2016). As explained by Kotler & Keller (2019), brand image is influenced by several variables, such as brand identity, which is related to the physical and product itself. Brand personality is the character and distinctive features of a product that are different from other brands and can reflect a person's personality. Brand association is a distinctive and appropriate relationship between a product's unique offering and a particular brand; examples include sponsorship and social responsibility initiatives undertaken by the brand. Brand attitudes and behaviors refer to the communication and engagement strategies used by a brand to maintain its reputation and shape customer opinions. The quality or excellence of a brand that gives customers the impression that the product meets their demands is known as brand excellence and competence.

Purchase Intention

According to Kotler & Keller (2019), purchase intention is the evaluation stage of the decision-making process when customers set preferences for certain brands and may decide to buy the brands they like. Purchase intention is the likelihood that a customer will make a purchase of a good or service in the near future.(Admiral, 2018). In addition, the intention to purchase according toHardiyanti & Prabantoro (2020)Is a state where a person or group utilizes experiences, products, or services to provide needs and desires. Meanwhile, as stated by Kotler & Keller (2019) Using the AIDA stimulus paradigm, purchase intention can be observed as follows: In this case, companies can pay attention to customers by adopting strategies that make consumers aware of the presence of products and quality. Attention is related to the interaction between consumers and products. At this stage, customers are formed and feelings of interest in the product are created. Interest is specifically the consumer's sensitivity to the product. Business actors work hard to make their products attractive to customers so that their curiosity is aroused and leads to interest in a product. Want, namely the consumer's desire to use and have the goods in question; and curiosity about the product so that it can create a desire to buy. Action is the decision taken by consumers when making a purchase.

III. RESEARCH METHODS

A sample of the population of Generation Z consumers aged 17 to 27 years in 2024 was used in this study. The age criteria were determined based on the assumption that they have the cognitive abilities needed to complete the questionnaire statements. The locus of the study was determined in Bandung, the capital city of West Java, where 51 percent of the population consists of millennials and Generation Z, according to census statistics (Brilyana, 2022). Ninety people were selected as the sample size of the study. Purposive sampling is included in the non-probability sampling category and is applied in this research. This study uses a quantitative methodology, the hope is to be able to test the predetermined

hypothesis; the samples collected will be in the form of numerical values. This research utilizes original data collected through survey distribution distributed as Google Forms. After the data is collected, validity and reliability tests will be carried out. Likert scale to quantify ordinal data of each respondent's alternative answers regarding the questionnaire statement, with a scale of 1-5, While for affirmative statements, a score of 5 is given for strongly agree, a score of 4 for agree, a score of 3 for undecided, a score of 2 for disagree, and a score of 1 for strongly disagree. Conversely, negative comments have the opposite effect. Regression analysis, Sobel analysis, hypothesis testing, and traditional assumption testing are all used in the data analysis approach.

IV. RESULTS AND DISCUSSION

Validity test & reliability test

NO.	STATEMENT	INSTRUMENT VALIDITY TEST RESULTS	INSTRUMENT RELIABILITY TEST RESULTS
		R Calculation (Person Correlation)	Cronbach's Alpha
<i>Electronic Word of Mouth</i>			
1.1	I always get information and reviews of Indomie instant noodle products on credible social media.	0.515	0.706
1.2	I always get information and reviews about Indomie products on social media that cannot be accounted for.	0.786	

2.1	I got positive information and reviews about the quality of Indomie instant noodle products on social media.	0.398	
2.2	I have never received information about reviews of the quality of Indomie instant noodle products on social media.	0.774	
3.1	I often see many positive reviews about Indomie instant noodle products on social media.	0.458	
3.2	I don't see many negative reviews about Indomie instant noodle products on social media.	0.780	
BrandImage			
1.1	The design of Indomie instant noodle packaging is very easy to recognize.	0.521	
1.2	It is difficult to recognize the packaging design of Indomie instant noodles.	0.798	
2.1	Indomie instant noodle products have unique characteristics that differentiate them from	0.429	0.845

	competing products.		
2.2	Indomie instant noodle products do not have any uniqueness to differentiate them from competing products.	0.806	
3.1	Indomie is a brand of instant noodles that has always stuck in my memory.	0.495	
3.2	Indomie is an instant noodle brand that is easily forgotten.	0.828	
4.1	Indomie instant noodle products have more appeal than competing products	0.389	
4.2	I feel that Indomie instant noodle products are an unattractive brand.	0.803	
5.1	Indomie instant noodle products have advantages over competing products and can meet my needs.	0.400	
5.2	Indomie instant noodle products do not have clear benefits compared to competing products.	0.768	
Purchase intention			
1.1	I am aware of the existence of	0.442	

	a very high-quality Indomie instant noodle product.		0.751
1.2	I don't care about the quality of Indomie instant noodle products	0.713	
2.1	I am very interested in the various flavors of Indomie instant noodles.	0.520	
2.2	I don't care about the various flavors of Indomie instant noodles.	0.794	
3.1	I really want to try various flavors of Indomie instant noodles.	0.427	
3.2	The various flavors of Indomie instant noodles do not attract my attention to buy them.	0.761	
4.1	I really want to buy Indomie instant noodle products.	0.272	
4.2	I am not interested in purchasing Indomie instant noodle products.	0.738	

The r-value of the product-moment correlation coefficient is used to reflect the findings of the validity test. Since the entire r-value of each questionnaire item is greater than r-table or 0.3061, it is known that all statement items in the questionnaire are valid based on the information in the table. As a result, the tool used to collect this research data is able to measure what needs to be measured. In addition, to assess the dependability of this research tool, it is shown that all Cronbach's alpha values for brand image, purchase intention, and electronic word-of-mouth are 0.706, 0.845, and 0.751, which are higher than the minimum requirement of 0.60. This shows that the reliability of the tool is considered very reliable. As a result, measurement consistency can be ensured and the tool used to collect data for this study can be used in various time periods.(Bougie, 2016).

Classical assumption test

Normality test, multicollinearity test, heteroscedasticity test

N O	TYPES OF CLASSICAL ASSUMPTION TESTS	TEST RESULT ACCEPTANCE CRITERIA	TEST RESULTS	INTERPRETATION
Data Normality Test (Kolmogorov-Smirnov)				
1.	The influence of electronic word of mouth on brand image	$(sig) \geq 0.05$	$(sig) = 0.099$	Data is normally distributed.
	The influence of electronic word of mouth and brand image on purchase intention		$(sig) = 0.200$	
Multicollinearity Test				
2.	The influence of electronic word of mouth on brand image	Tolerance value > 0.1 and $VIF < 10$	Tolerance value = 1.000 and $VIF = 1,000$	There is no perfect or near-perfect correlation between

	The influence of electronic word of mouth and brand image on purchase intention		Tolerance value = 0.270 and VIF = 3.706	independent variables
Heteroscedasticity Test				
3.	The influence of electronic word of mouth on brand image	(sig) ≥ 0.05	(sig) = 0.056	There is no similarity of variance and residual in the regression model.
	The influence of electronic word of mouth and brand image on purchase intention	(sig) ≥ 0.05	(sig) = 0.262	
			(sig) = 0.218	

If the regression model meets the traditional fundamental assumptions known as Ordinary Least Squares (OLS), then the model is considered valid. Therefore, it is important to assess the accepted theories of heteroscedasticity, multicollinearity, and normality (Ghozali, 2021). SPSS version 25 software was used to process the test data. The normality test of the first and second regression models produced a value of 0.200, greater than 0.05, and proved that the data was normally distributed. This conclusion is based on the broad hypothesis that has been collected and presented in the table. The data and models are free from multicollinearity as indicated by the independent variables in the regression model that are not mutually exclusive, in accordance with the findings of the multicollinearity test in the first and second regression models. In addition, it is known that the first and second multiple regression models are free from heteroscedasticity, meaning that none of the independent variables affect the absolute residual value, in accordance with the findings of the heteroscedasticity test.

**Regression test:
Simple regression test**

To answer the first research hypothesis regarding the impact of electronic word-of-mouth on brand image, this research uses basic regression analysis. The table below displays the findings of the basic regression test of this study.

Coefficients

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1 (Constant)	6,070	2.216		2,739	.007
EWOM	1,484	.096	.854	15,431	.000

a. Dependent Variable: BI

The results of the simple regression equation above can be concluded as follows:

$$Y = 6,070 + 1,484X$$

The constant value of 6.070 in the basic regression equation indicates that brand image will be worth 6.070 units if all other variables are zero. Given that the calculated t value of 15.431 is greater than the t table value of 1.65787 and the coefficient value (β) of 1.484 indicates that electronic word of mouth has a significant impact on brand image, the following conclusion is clear. Indomie can improve its marketing approach by emphasizing all elements that generate electronic word-of-mouth promotion, thereby increasing its chances of achieving a favorable impact on brand image. Therefore, brand image can increase by 1.484 units for every one-unit increase in electronic

word of mouth.

Multiple regression test

In this study, multiple regression analysis serves to investigate the impact of brand image and electronic word-of-mouth promotion on purchase intention, specifically focusing on hypotheses two and three. The results of the multiple regression tests conducted for this study are shown in the table below.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	4,340	1,463		2,967	.004
	EWO	1,179	.117	.923	10,050	.000
	BI	0.552	.056	0.750	9,813	.006

a. Dependent Variable: PI

The results of the multiple regression equation above can be concluded as follows:

$$Z = 4.340 + 1.719X + 0.552Y$$

Referring to the multiple regression equation, the constant value of 4.340 means that the purchase intention will be worth 4.340 units if all variables are zero. However, the impact of electronic word-of-mouth on purchase intention is still worth noting, as seen from the coefficient value (β) of 1.719 with a calculated t value of 10.050 exceeding the t table value of 1.65798. In addition, the coefficient result (β) of 0.552 with a calculated t value of 9.813

which is greater than the t table value of 1.65798 implies that brand image has a significant influence on purchase intention. Because the intended thing is expected to have a positive impact on purchase intention, the Indomie instant noodle company must be able to concentrate on improving the quality of all indications that build electronic word-of-mouth promotion and brand image. Therefore, for every increase of one unit of electronic word of mouth, the purchase intention will increase by 1.719 units, and for every increase of one unit of brand image, the purchase intention can increase by 0.552 units.

Sobel test

To answer hypothesis four related to the function of brand image in moderating the impact of electronic word-of-mouth promotion on purchase intention, multiple regression analysis was used in this investigation. Table 6 below displays the findings of the Sobel test for this study.

HYPOTHESIS RELATED BETWEEN VARIABLES	a	b	S _a	S _b	SOBEL TEST RESULTS (Calculation)	CRITERIA FOR ACCEPTANCE OF SOBEL TEST RESULTS	INTERPRETATION
Electronic word of mouth → brand image → purchase intention	1,48	0,6	0,5	0,6	1,48 × 0,6 = 0,888 0,888 / √(0,5² + 0,6²) = 1,98045	tcount > ttable = 1,98045	Brand images do not have a role in mediating the influence of electronic word of mouth on purchase intention.

Sobel test table details:

1. a = regression coefficient of the independent variable on the mediating variable
2. b = is the regression coefficient of the mediating variable on the dependent variable.

3. Sat = high indirect impact standard error

The research findings on how brand image mediates the impact of electronic word-of-mouth on purchase intention are shown in the Sobel test table above. The Sobel test findings show that brand image, not stable which is 1.98045, mediates the impact of electronic word of mouth on purchase intention by 1.4454. Therefore, it can be concluded that there is no mediation effect of brand image on electronic word-of-mouth on purchase intention.

Hypothesis testing

HYPOTHESIS	RELATIONS BETWEEN VARIABLES	T COUNT	GIS	INTERPRETATION TEST RESULTS HYPOTHESIS	
H1	Electronic word of mouth → brand image	15,43 1	0,00 0	H0 succeed rejected	Hypothesis Work (HA) supported by data empirical
H2	Electronic word of mouth → purchase intention	10,05 0	0,00 0	H0 succeed rejected	Hypothesis Work (HA) supported by data empirical
H3	Brand image → purchase intention	-0.351	0.02 6	H0 succeed rejected	Hypothesis Work (HA) supported by data empirical
H4	Electronic word mouth → brand image → repurchase intention	1.44542826	0.14	H0 Not successful rejected	Hypothesis ork (HA) Not

					supported by empirical data
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Description of the hypothesis test table:

1. Reject H0 based on the criteria where tcount > ttable or (sig.) <= 0.05
2. * = 1.65787 for the basic regression table
3. ** = 1.65798 tmultiple regression table
4. *** = 1.98045 for the Sobel test table

The table shows the results of the proposed hypothesis test that H1, H2, and H3 successfully reject H0, which means that the hypothesis has a positive and significant effect. While H4 failed to reject H0, which means that the hypothesis does not have a positive and significant effect.

The influence of electronic word of mouth on brand image

The output of the hypothesis test proves that electronic word-of-mouth promotion significantly and positively influences brand image. The findings of the first hypothesis test show that electronic word-of-mouth significantly and positively influences the perception of Bandung City towards the Indomie instant noodle brand. This result confirms the findingsKhan et al., (2023), which found that electronic word-of-mouth significantly and favorably influences brand image. The studySaraswati & Giantari (2022);The Last Supper (2023)can strengthen the findings. where brand image is positively and significantly influenced by electronic word-of-mouth promotion; In other words, customer memory of a brand will be more appreciated if they get electronic word-of-mouth support from social media users. Conversely, if electronic word-of-mouth information decreases for customers on social media, it will also get worse, resulting in a decline in the brand

image in the minds of potential consumers. As a result, the findings of this study support previous conclusions in the consumer goods sector.

The influence of electronic word of mouth on purchase intention

The findings of the hypothesis test show that purchase intention is positively and significantly influenced by electronic word of mouth. Based on the findings of the second hypothesis test, electronic word-of-mouth has a significant and positive effect on the desire of Bandung City residents to buy Indomie instant noodle products. These results confirm previous findings by Khan et al. (2023), which showed that electronic word of mouth significantly and profitably influences the desire to buy. Research Halim, C., & Keni (2022), supports this. explains the beneficial effect of electronic word-of-mouth promotion on purchase intention. It is determined that the likelihood of making a repeat purchase in the future increases with the magnitude of the electronic word-of-mouth promotion effect. As a result, the findings of this study corroborate the findings of other studies in the consumer goods sector.

The influence of brand image on purchase intention

The desire to make a purchase is positively and significantly influenced by brand image, in line with the results of the hypothesis test. The findings of the third hypothesis test show that the intention of the people of Bandung City to buy Indomie instant noodle products has a positive and significant effect

on brand image. The results of this finding strengthen the findings that have been carried out by Rusni & Solihin (2022); Halim & Keni (2022). According to Khan et al. (2023), brand image has a very good influence on purchase intention. This finding is supported by a study from Qadri et al., (2022) and Dwi Jayanti et al., (2020). Therefore, the desire to make further purchases increases along with the increase in brand image. Looking at the information, it can be said that the purchase intention for consumer goods is positively influenced by brand image.

The influence of electronic word of mouth on purchase intention mediated by brand image

The results of the hypothesis test show that brand image fails to mediate the relationship between electronic word-of-mouth and purchase intention. The fourth hypothesis test concludes that electronic word-of-mouth has no real or beneficial impact on consumer intention to make a purchase based on the brand image of the instant noodle product Indomie Kota Bandung. The results of the study by Khan et al. (2023), which claims that brand image functions as a mediator between electronic word-of-mouth and purchase intention, contradict this conclusion. Similar claims are also made by (Wardhana et al., 2021); (and Ayu et al., 2020) where brand image acts as a mediating factor between electronic word-of-mouth and purchase intention. As a result, the findings of this study are inconsistent with previous studies. We found that the variable of repurchase intention through brand image is not significant and is directly influenced by electronic word of mouth. This can occur because an increase in the brand image variable will not be accompanied by an increase in purchase intention because

the brand image does not moderate the impact of electronic word of mouth on purchase intention.

V. CONCLUSION

Conclusion and Suggestions

The top brand index data for the Indomie instant noodle category shows that in 2024 there will be a decline of 1.70% compared to the previous year, reflecting a decline in current purchasing intentions. This study was attended by ninety respondent characters, at least seventeen years old, who were samples of prospective Indomie instant noodle customers in Bandung City. It has been determined that the instrument used to collect data for this study passed the validity and reliability assessments. Therefore, the research tool is reliable and able to measure what should be measured. The questionnaire filled out by the respondents serves as the main data source for this study. Data collection was carried out using a cross-sectional or one-shot study, which was then processed and analyzed using the Sobel test, multiple linear regression, simple linear regression, classical assumption test, and hypothesis test. Three of the four hypotheses put forward have a good and significant effect on the Indomie instant noodle product in Bandung City, this can be determined based on research findings. Furthermore, it is hoped that other researchers can provide opportunities for respondents in various other cities so that the scope of the research area can be wider so that they can make broader generalizations. Researchers can suggest to further researchers that this study has limitations through data analysis and the discussion above. In addition, further researchers are expected to conduct surveys with a higher number of samples in order to obtain data that has a higher level of

comprehensiveness. Therefore, it is expected that other factors or studies that utilize different things can be added by further researchers to help increase purchase intentions. In addition, management should focus on electronic word-of-mouth promotion to improve brand image, which can further increase purchase interest among potential customers of Indomie instant noodles. Strengthen purchase intentions. Marketing managers may try to spread electronic word-of-mouth information about Indomie instant noodles by asking consumers about their experiences with the brand and whether they have positive or negative feelings after using it. In addition, in an effort to improve brand reputation, management must be able to maintain the reputation that has been built by expanding the range of distinctive flavors that distinguish Indomie instant noodles from competitors and increase the desire of potential consumers to make purchases. However, in this study, the effect of electronic word-of-mouth on purchase intentions of Indomie instant noodles was not mediated by brand image. Therefore, issues related to the mediating function of brand image factors can be ignored.

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