

THE INFLUENCE OF E-WOM, BRAND AWARENESS AND PERCEIVED QUALITY ON GEN Z'S PURCHASE INTENTION FOR MOMENT SELF PHOTO STUDIO MANADO SERVICES*PENGARUH E-WOM, BRAND AWARENESS, DAN PERSEPSI KUALITAS TERHADAP NIAT BELI GEN Z PADA LAYANAN MOMENT SELF PHOTO STUDIO MANADO*

By:

Michelle Pahaganas¹**Lawren J. Rumokoy²****Emilia M. Gunawan³**

¹²³International Business Administration, Management Program
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

¹michellpahaganas27@gmail.com²juliorumokoy@unsrat.ac.id³emilia_gunawan@unsrat.ac.id

Abstract: This study aims to analyse the influence of e-wom, brand awareness and perceived quality for moment self photo studio Manado services, one of the popular self service photo studio. The independent variables in this study are E-WOM, Brand Awareness and Perceived Quality, while the dependent variables analysed is Purchase Intention. This research uses a quantitative method with a sample of 100 respondents who are Generation Z and active TikTok users. Data was collected through a questionnaire with a Likert scale. The results of this study indicate that E-WOM, Brand Awareness, and Perceived Quality simultaneously shows positive and significant effect on Gen Z's Purchase Intention. The implementing of interactive E-WOM, innovative strategies on Brand Awareness and increased Perceived Quality is proven to play an important role in increasing purchase intention.

Keywords: E-WOM, Brand Awareness, Perceived Quality and Purchase Intention

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh e-WOM, kesadaran merek, dan persepsi kualitas terhadap layanan Moment Self Photo Studio Manado, salah satu studio foto self-service yang populer. Variabel independen dalam penelitian ini adalah e-WOM, kesadaran merek, dan persepsi kualitas, sedangkan variabel dependen yang dianalisis adalah niat beli. Penelitian ini menggunakan metode kuantitatif dengan sampel sebanyak 100 responden dari Generasi Z yang merupakan pengguna aktif TikTok. Data dikumpulkan melalui kuesioner dengan skala Likert. Hasil penelitian ini menunjukkan bahwa e-WOM, kesadaran merek, dan persepsi kualitas secara simultan memiliki pengaruh positif dan signifikan terhadap niat beli Generasi Z. Penerapan e-WOM yang interaktif, strategi inovatif untuk meningkatkan kesadaran merek, serta peningkatan kualitas persepsi terbukti berperan penting dalam meningkatkan niat beli.

Kata Kunci: E-WOM, Kesadaran Merek, Persepsi Kualitas dan Minat Beli

INTRODUCTION

Research Background

In this day of increasingly fast technology, creating content or documenting moments is very easy for many individuals, especially Generation Z, because this generation is already familiar with technology, such as smartphones. With the availability of smartphones, anyone can simply snap photo moments and publish them to social media. Even while cellphones exist, there are numerous more ways to snap images that produce more pleasing outcomes for sharing on social media.

A photo studio is a facility built to facilitate the photography process by taking into account factors such as lighting, background, and setting. Photo studios are experiencing numerous developments as a result of technology breakthroughs in the field of photography, one of which is the emergence of self-service photo studios, which are becoming increasingly popular in Indonesia. Self-photo studios are places where people can take their own images using the photography equipment offered. A self-photo studio often includes a tripod, camera, remote shutter,

prepared lighting, and a variety of backdrops. This approach enables users to take high-quality images without requiring their own photographic equipment or a professional photographer.

Digital transformation is also affecting the way businesses operate, including in the photography sector. The use of data and analytics helps companies understand consumer behavior and tailor their offerings more effectively. For example, self-photo studios like "Moment" can leverage data to tailor their services to user preferences, as well as develop marketing strategies that match social media trends. This reflects the changes taking place across industries, where technology enables adaptation and innovation that is more responsive to market needs.

Furthermore, digital technology opens up opportunities for individuals and small businesses to compete in a wider market. With easy access to digital tools and online platforms, such as social media, they can market their products and services globally. In the context of self-photo studios, this means that the services they offer can reach a larger audience, thanks to the visibility gained through social media and digital trends. Creativity and technology work together to create new opportunities, as the creative sector continues to grow and innovate.

The selfie trend was first popular in South Korea. The movement then rapidly expanded on social media, influencing Generation Z in Indonesia. TikTok is one of the social media platforms that has had a significant impact on this rising topic. Selfie material with friends, family, and even relatives is currently popular in various circles. Self-service photo studios are increasingly available throughout Indonesia, including Manado City. Gen Z in Manado has also engaged in the trending self-photo studio, as evidenced by the increased demand for this service, one of which is at "Moment" Self Photo Studio Manado, the subject of this study. Many Generation Z people capture moments of togetherness with their loved ones in this location because some people believe that documenting moments is a necessary and significant task. With the ability to take images at any time, as well as editor services, and at a reasonable price, this location is an excellent choice for capturing moments with pleasing and varied photo outcomes. This location became well-known as a result of marketing content provided by this service, as well as varied review content from customers who took photos there.

Research Objectives

1. To examine the influence of E-WOM toward gen z's purchase intention partially.
2. To examine the influence of Brand Awareness toward gen z's purchase intention partially.
3. To examine the influence of Perceived Quality toward gen z's purchase intention partially.
4. To examine the influence of E-WOM, Brand Awareness and Perceived Quality toward gen z's purchase intention simultaneously.

LITERATURE REVIEW

Electronic Word of Mouth (E-WOM)

Basically, electronic word of mouth uses the internet to boost word-of-mouth communication in support of marketing and business goals (Kotler and Keller, 2016). Viral marketing, similar to a contagious virus, entails the spread of word of mouth from one online interaction to another, encouraging customers to share information about a company's products and services through audio, video, and written messages.

Brand Awareness

According to Aaker (2008), brand awareness is the ability of customer to recognize or remember that a brand is a part of certain product. A brand is more likely to be taken into consideration by consumers to making purchases when they have a high level of brand awareness. Brand awareness encompasses whether consumers remember or recognize a brand and whether they are aware of its existence

Perceived Quality

Customers form their perceived quality based on their interactions with the product or service, as well as through external sources like brand reputation, user reviews, and marketing communications. Perceived quality is defined as the consumers' judgment about an entity's services containing overall excellence or superiority (Snoj et al., 2004).

Purchase Intention

Purchase intention defined as the sensation and focus that customers have after learning about and being stimulated by products they have seen (Kotler and Keller, 2016). This leads to a desire to try the product, which

ultimately materializes into a desire to purchase and own it. According to Coursaris, Van Osch, and McKay (2016), there is evidence to suggest that purchase intention is positively impacted by positive and engaging social media posts that influence customer brand sentiment.

Previous Studies

Ngo et al., (2024) investigated the impact of characteristics of electronic word-of-mouth (eWOM), including Information Quality, Information Credibility, Information Quantity; and consumer behavior, including Needs of Information, and Attitudes towards Information, on the online purchase intention of Generation Z consumers in the context of social media. The research used a quantitative approach with a Likert scale questionnaire to collect the data from 280 Vietnamese Generation Z individuals. Statistical techniques, including Cronbach’s Alpha Test, Exploratory Factor Analysis, Confirm Factor Analysis, and Structural Equation Modeling, were used for data analysis. The findings indicated that Information Quality, Information Quantity, and Needs of Information significantly influenced Information Usefulness. Moreover, Information Quality, Needs of Information, and Attitudes towards Information had a significant impact on Information Adoption. Notably, Information Quality exhibited the strongest positive influence on both Information Usefulness and Information Adoption. The study found that Information Usefulness had a significant impact on Information Adoption and on Information Adoption had a significant impact on purchase intention. This result illustrated that information adoption and information usefulness act as partial mediators in the relationships between the independent variables and purchase intentions

Gesmundo et al., (2022) determined the effect of brand awareness and brand recall on the purchase intention of millennials. This study incorporated the Attention, Interest, Desire, and Action (AIDA) Model and Selective Exposure Theory (SET) to serve as the foundation of the analysis. The study employed descriptive causal analysis. The study surveyed a group of millennials, ranging from 25 to 40 years old, who currently reside in the Philippines' National Capital Region (NCR). The researchers distributed the survey through Google forms and then utilized frequency and percentage distribution, mean and standard deviation, and PLS-SEM to analyze the results. This study determined that marketing campaigns can largely input brand awareness among millennials compared to enhancing their brand recall. Furthermore, marketing campaigns trigger their purchase intention.

Chen (2020) examined the effect of Perceived Quality, Brand Attachment and Customer Satisfaction toward smartphone’s Purchase Intention in Jakarta. The population used for the research were users of smartphone domiciled in Jakarta. The sample size for this research were 150 smartphone users. Data used in this research are primary data obtained from online questionnaire and convenience sampling techniques was applied to collect all the data. The results of this research shows: 1. Perceived quality did not affects smartphone Purchase Intention in a positive way. 2. Brand Attachment affects smartphone Purchase Intention in a positive way. 3. Customer Satisfaction affects smartphone Purchase Intention in a positive way.

Conceptual Framework

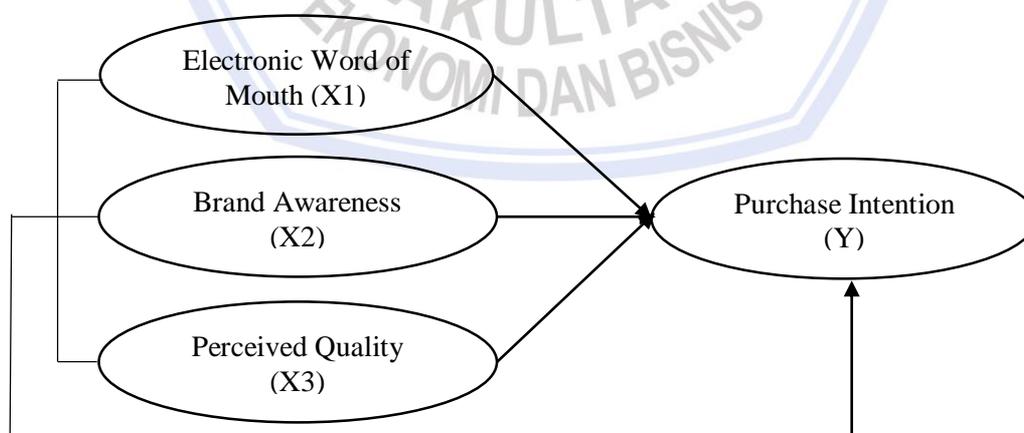


Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

- H₁: There is a significant and positive effect of E-WOM on purchase intention
- H₂: There is a significant and positive effect of Brand Awareness on purchase intention

H₃: There is a significant and positive effect of Perceived Quality on purchase intention

H₄: There is a simultaneous positive effect of E-WOM, Brand Awareness and Perceived Quality on purchase intention

RESEARCH METHOD

Research Approach

This study's research strategy is quantitative, with a focus on collecting and analyzing numerical data. Quantitative research involves gathering and analyzing numerical information to define and predict variables and phenomena under investigation. This approach emphasizes statistical analysis and aims to quantify relationships and patterns within the data (Sugiyono, 2018).

Population, Sample, and Sample Technique

The population that used in this study is all Gen Z TikTok users who have not visited this photo studio but have seen its content on TikTok . By choosing this population, researchers can get data in accordance with the chosen research object. To ensure the adequacy and representativeness of the data, the number of respondents will be rounded up to 100. This study use probability methods, namely simple random sampling.

Data Collection Method

Primary data for this study will be obtained by asking eligible participants to complete a questionnaire designed specifically for this study. Secondary data will be obtained from books and journals that contain information relevant to the research topic. Both types of data will be used to support the research findings and analysis.

Operational Definition and Measurements of Research Variables

Table 1. Operational Definition and Indicators of Research Variables

Variable	Definition	Indicators
Electronic Word of Mouth (E-WOM)	Transmission of positive or negative opinions, reviews, or statements about a product, service, or company by actual, potential, or past consumers through online platforms. This information is accessible to individuals and organizations via the internet.	1. Tie Strength 2. Homophily 3. Trust 4. Normative Influence (Chu and Kim, 2011)
Brand Awareness	Brand awareness refers to the extent to which potential buyers can recognize or recall a specific brand within a particular category of products or services offered by a company.	1. Quickly Remembered 2. Recognized 3. Familiar 4. Known (Tong and Hawley, 2009)
Perceived Quality	Perceived quality is a consumer's subjective assessment of a product or service's quality based on their impressions or perceptions.	1. Performance 2. Reliability 3. Feature 4. Style (Kotler and Keller, 2016)
Purchase Intention	Intention to buy, consideration to buy and recommend to buy the product to others.	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest (Hikmareta, 2020)

To determine the response, scoring uses a Likert scale. The questionnaire used is a multiple-choice questionnaire and there are 7 preference choices for each item. With the following measurement results: 1) A score of 1 if strongly disagree, 2) a score of 2 if disagree, 3) a score of 3 if slightly disagree, 4) a score of 4 neutral, 5) a score of 5 if slightly agree, 6) a score 6 if agree, and 7) a score 7 if strongly agree.

Testing of Research Instruments

The concept of validity in research ensures that the study is accurately measuring what it claims to measure. It confirms that the data collected and the conclusions drawn from it are reliable and meaningful. If a question in an instrument or questionnaire may reveal what is meant to be measured, then that instrument or questionnaire is deemed legitimate (Ghozali, 2017).

According to Ghozali (2017), a method for assessing questionnaires that display variables or constructs is reliability. The reliability of the questionnaire is determined by how consistently or steadily the answers to the statements change over time. The reliability test is used to determine how reliable the questionnaire's measurement results are when utilized repeatedly

Technical Data Analysis

Test of Classical Assumption

Normality Test

The normality test assesses whether the residuals follow a normal distribution. This test, commonly conducted using the Kolmogorov-Smirnov test, examines whether the residuals adhere to a normal distribution pattern. A significance value (p-value) above 0.05 shows that the residuals are regularly distributed, while a p-value below 0.05 indicates deviation from normality (Sugiyono, 2018).

Multicollinearity Test

Multicollinearity refers to the relationship between binary variables. According to Ghozali (2017), multicollinearity analysis is used to ascertain whether the regression model has high or pure independent variables. The lack of correlation between variables is indicative of a high-quality regression model. If there is a substantial level of correlation between independent and dependent variables, the relationship can become unstable.

Multiple Linear Regression Analysis

Multiple linear regression (MLR), also known as multivariate regression, is a statistical method that employs several explanatory variables to forecast the value of a response variable. This analysis is valuable for understanding the complex relationships between multiple predictors and a response variable, allowing researchers to assess how various factors collectively influence an outcome. Multiple linear regression equations are usually expressed in the form of a formula as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y	= Purchase Intention
α	= Constant
X1	= Electronic Word of Mouth (EWOM)
X2	= Brand Awareness
ε	= error regression

Hypothesis Testing

Partially (T-Test)

The t-test is a statistical method used for evaluate hypotheses, and the t-statistic is employed to gauge significance levels in hypothesis testing, often computed through bootstrapping. According to Ghozali (2017), the criteria for interpreting t-test statistics are as follows:

- If the p-value of the t-test exceeds 0.05, the null hypothesis (H_0) is upheld, while the alternative hypothesis (H_a) is dismissed, indicating no discernible relationship between the independent and dependent variables.
- If the p-value of the t-test falls below 0.05, the null hypothesis (H_0) is refuted, and the alternative hypothesis (H_a) is embraced, signifying a significant association between the independent and dependent variables.

Simultaneously (F-Test)

To evaluate the combined impact of independent variables on the dependent variable, the F-test is employed. According to Ghozali (2016), the threshold for significance is typically set at around 0.05 (or 5%) (Ghozali, 2017) notes one exception to this rule:

- When the significance value ($F < 0.05$), the null hypothesis (H_0) is invalidated, and the alternative hypothesis (H_1) is affirmed, demonstrating that each independent variable distinctly impacts the dependent variable.

- When the significance level ($F > 0.05$), both H_0 and H_1 are taken into account, suggesting that none of the independent variables exert a notable influence on the dependent variable.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test

Variable	Statement	Sig.	R count	R table	Description
E-WOM	X _{1.1}	0,000	0,618	0,165	Valid
	X _{2.2}	0,000	0,615	0,165	Valid
	X _{3.3}	0,000	0,562	0,165	Valid
	X _{4.4}	0,000	0,610	0,165	Valid
Brand Awareness	X _{2.1}	0,000	0,614	0,165	Valid
	X _{2.2}	0,000	0,716	0,165	Valid
	X _{2.3}	0,000	0,628	0,165	Valid
	X _{2.4}	0,000	0,718	0,165	Valid
Perceived Quality	X _{3.1}	0,000	0,530	0,165	Valid
	X _{3.2}	0,000	0,539	0,165	Valid
	X _{3.3}	0,000	0,603	0,165	Valid
	X _{3.4}	0,000	0,499	0,165	Valid
Purchase Intention	Y _{1.1}	0,000	0,560	0,165	Valid
	Y _{1.2}	0,000	0,630	0,165	Valid
	Y _{1.3}	0,000	0,495	0,165	Valid
	Y _{1.4}	0,000	0,508	0,165	Valid

Source: Data processed, SPSS 27 (2024)

According to the table 2, the results indicate that the calculated r count values for all items exceed the r table values, with Pearson correlation coefficients above 0.3 and significance levels below 0.05%. Consequently, all statements related to the four variables, namely Electronic Word of Mouth, Brand Awareness, Perceived Quality, and Purchase Intention, are deemed valid as they meet the required criteria.

Table 3. Reliability Test

Variable	Cronbach Alpha	Description
Electronic Word of Mouth	0,791	Reliable
Brand Awareness	0,750	Reliable
Perceived Quality	0,748	Reliable
Purchase Intention	0,751	Reliable

Source: Data processed, SPSS 27 (2024)

The analysis results obtained indicate that the Cronbach's Alpha values for the E-WOM variable is 0.791, Brand Awareness is 0.750, Perceived Quality is 0.748, and Purchase Intention is 0.751. Based on theoretical foundations, the general criterion for evaluating reliability is measured using the Cronbach's Alpha value, where a value of 0.7 or higher is generally considered to reflect a good level of reliability.

Classical Assumption Tests

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0000000.
Most Extreme Differences	Std.Deviation	1.40549459
	Absolute	.080

	Positive	.080
	Negative	-.074
Test Statistic		.080
Asymp. Sig. (2-tailed)		.118
Monte Carlo Sig. (2-tailed)	Sig.	.118
	95% Confidence Interval Lower Bound	.110
	Upper Bound	.126

a. Test distribution is normal.

b. Calculated from data.

Source: Data processed, SPSS 27 (2024)

According to the criteria established for the Kolmogorov-Smirnov test, where a p-value greater than 0.05 indicates normality, this result meets the requirement, suggesting that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Electronic Word of Mouth	0,502	1,991	Non-Multicollinearity
Brand Awareness	0,355	2,818	Non-Multicollinearity
Perceived Quality	0,352	2,840	Non-Multicollinearity

Source: Data processed, SPSS 27 (2024)

These values indicate that the variance inflation occurring is still within acceptable tolerance limits. With a Tolerance value greater than 0.100 and a VIF value below the 10.00 threshold, it can be concluded that there is no multicollinearity. This means that the independent variables in this study, namely E-WOM, Brand Awareness, and Perceived Quality, do not have significant multicollinearity.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Variable	Sig.	Description
Electronic Word of Mouth	0,353	Non- heteroscedasticity
Brand Awareness	0,774	Non- heteroscedasticity
Perceived Quality	0,221	Non- heteroscedasticity

Source: Data processed, SPSS 27 (2024)

Heteroscedasticity in this research identified using Glejser test. The condition is that if the significance value is more than 0,05, then heteroscedacity does not occur, but if the significance value is less than 0,05 then heteroscedacity occurs. In table 6 shows that the significance value of X1 (E-WOM) is 0,353, X2 (Brand Awareness) is 0,774 and X3 (Perceived Quality) is 0,221 so it can be concluded that, these three variables are more than 0,05, and that means heteroscedasticity was not detected.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	3.629	1.529		2.374	.020
E-WOM	.196	.074	.223	2.646	.010
Brand Awareness	.317	.096	.332	3.314	.001
Perceived Quality	.343	.100	.345	3.425	.001

a. Dependent Variable : Purchase Intention

Source: Data processed, SPSS 27 (2024)

The equation formula used in measuring multiple linear regression analysis is:

$$Y = 3.629 + 0.196X_1 + 0.317X_2 + 0.343X_3 + \varepsilon$$

The results of multiple linear regression or the relationship between the independent variable and the dependent variable can be seen as follows:

1. The constant obtained has a positive value of 3.629. This means that if all independent variables remain unchanged, with Electronic Word of Mouth (X1) = 0, Brand Awareness (X2) = 0, and Perceived Quality (X3) = 0, then the value of Purchase Intention (Y) is 3.629.
2. Electronic Word of Mouth (X1) has a coefficient value of 0.196, if E-WOM increase by 1 unit, Purchase Intention will increase by 0.196
3. Brand Awareness (X2) has a coefficient value of 0.317, if Brand Awareness increase by 1 unit, Purchase Intention will increase by 0.317.
4. Perceived Quality (X3) has a coefficient value of 0.343, if Perceived Quality increase by 1 unit, Purchase Intention will increase by 0.343.

Coefficient of Determination Analysis (R2)

Table 8. R and R Square Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.647	1.427

a. Predictors(Constant),E-WOM,Brand Awareness,Perceived Quality

Source: Data processed, SPSS 27 (2024)

The Adjusted R² result of 0.647 indicates that Electronic Word of Mouth, Brand Awareness, and Perceived Quality collectively explain 64.7% of the variation in Purchase Intention, adjusted for the number of variables in the model. This value suggests that these three factors have a substantial influence on Purchase Intention, while the remaining 35.3% is influenced by other factors outside this model.

Hypothesis Testing

T-Test

Table 7 shows that:

1. The significance value of Electronic Word of Mouth (X₁) is 0.010 < 0.05. This means that H₁ is accepted and H₀ is rejected.
2. The significance value of Brand Awareness (X₂) is 0.001 < 0.05 .This means that H₂ is accepted and H₀ is rejected.
3. The significance value of Perceived Quality (X₃) is 0.001 < 0.05. This means that H₃ is accepted and H₀ is rejected.

Simultaneous (F-Test)

Table 9. F-Test Table

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	376.144	3	125.381	61.548	.000 ^b
Residual	195.566	96	2.037		
Total	571.710	99			

a. Dependent Variables: Purchase Intention

b. Predictors: (Constant), E-WOM, Brand Awareness, Perceived Quality

Source: Data processed, SPSS 27 (2024)

Based on the Table 9, it shows that the F_{count} is 61.548. And the significance value is 0,05, and to determine the F_{table} it could be found in the F distribution table using the formula (K; n-k) = (4; 100-4 = 96) so the value of F_{table} based on the 96 from F distribution table is 3.09. Based on the measurement, found that the value of F_{count} at 61.548 greater than F_{table} at 3.09. So it can be concluded that Electronic Word of Mouth (X₁), Brand Awareness (X₂) and Perceived Value (X₃) are influence Purchase Intention (Y). This means H₄ is accepted and H₀ is rejected.

Discussion

The Influence of Electronic Word of Mouth on Purchase Intention

Based on the results of this study, it has been proven that E-WOM significantly influences the purchase intention of Gen Z for the services offered by Moment Self Photo Studio. The indicators used in this research reveal

that the strength of ties from recommendations by close friends or family has a greater impact due to a high level of trust. Additionally, homophily indicates that consumers are more likely to follow recommendations when they feel a sense of similarity with the person providing the advice, such as shared interests in the service. Trust in the information found on social media also plays a crucial role in motivating consumers to try the service. Lastly, Normative Influence creates social pressure to follow popular trends among friends or online communities, further encouraging Gen Z to experiment with highly discussed self-photo services. In the context of TikTok content, where various trends and experiences are widely shared, E-WOM proves to be highly effective in promoting self-photo studio services to younger consumers. This research findings are aligned with previous research by Ngo et al. (2024), which shows that E-WOM characteristics such as information quantity, quality, and credibility have a significant influence on Gen Z's purchase intentions through social media. This study reveals that the perceived value of E-WOM content plays a crucial role in driving information adoption and purchase intention, particularly when the information meets consumers' expectations for relevance, quality, and credibility. Additionally, the need for information and a positive attitude toward available content strengthen Gen Z's tendency to adopt and respond positively to E-WOM, ultimately increasing purchase intention. These findings emphasize the importance of E-WOM as a primary factor in shaping perceptions and purchasing decisions among Gen Z, indicating that trusted and relevant content can effectively drive purchase intentions through social media engagement. However, these results do not align with earlier research by Leong, Loi and Woon (2019), which found that E-WOM does not significantly influence consumers' purchase intention directly. In their study, the hypothesis that E-WOM directly affects purchase intention was not supported. Instead, any impact was observed only when consumers perceived the E-WOM information as relevant and useful. This means that while E-WOM has the potential to influence consumers' intentions to buy, its effectiveness depends on whether they feel that the content meets their needs and offers clear advantages. This research highlights that factors such as the quality of information and the specific needs for information are key determinants of whether consumers will accept this information and consider it in their purchase intentions. The findings indicate that the success of E-WOM isn't simply due to how much content there is or how credible it is; rather, it is significantly shaped by how relevant and useful consumers find the information. Thus, it can be concluded that the quality of the information is what truly influences purchase intention, rather than E-WOM itself being a major factor.

The Influence of Brand Awareness on Purchase Intention

Based on the results of this study, it is evident that Brand Awareness significantly influences Gen Z's purchase intention for Moment Self Photo Studio services. The Quickly remembered indicator shows that customers find this brand easy to recall, as it immediately comes to mind when considering similar services. Next, the Recognized indicator indicates that the studio's name is easily identifiable when mentioned by others, reflecting a high level of brand recognition. Furthermore, the Familiar indicator reveals that customers feel a sense of familiarity with the brand due to frequent exposure to its content on TikTok, which enhances their interest in trying the service. Finally, the Known indicator demonstrates that customers are aware of the studio's trendiness and popularity within its service category, instilling additional confidence in their decision-making process. Overall, these findings suggest that high Brand Awareness can significantly drive Gen Z's purchase intention toward the services offered by Moment Self Photo Studio Manado. This study aligns with previous research by Jeybi and Alfonsius (2023) that highlights the important role of Brand Awareness in increasing consumers' purchase intentions, as seen in studies on Viva Cosmetics products. That research showed that Brand Awareness has a significant impact on purchase intention, especially through indicators like easy recall, recognition, and familiarity with the brand. When a brand is easy for consumers to recognize and remember, and they feel familiar with it through frequent exposure or positive associations, their interest in purchasing grows. However, this study is not aligned with previous findings by Azzari and Pelissari (2020), which indicate that Brand Awareness does not directly influence purchase intention, as shown in research examining the impact of Brand Awareness within various dimensions of consumer-based brand equity (CBBE). That study found that other components of CBBE, such as perceived quality, brand association, and brand loyalty, have a more substantial effect on consumers' purchase intentions, while Brand Awareness alone does not produce a direct impact. This difference may stem from the way each study approaches the role of Brand Awareness.

The Influence of Perceived Quality on Purchase Intention

Based on the results of this study, perceived quality also has a significant influence on Gen Z's purchase intention for the services offered by Moment Self Photo Studio in Manado. The Performance indicator shows that the studio's TikTok content demonstrates photo results that meet the quality standards expected by customers. Next, the Reliability indicator highlights reviews on TikTok, suggesting that the studio can be trusted to deliver photos

consistent with its service descriptions. The Feature indicator reveals that additional features showcased in the TikTok content make the service appear more attractive and distinct from other studios. Lastly, the Style indicator indicates that the visual style and presentation in the studio's video content positively impact customers' interest in trying the service. Overall, these findings suggest that perceived quality can significantly drive Gen Z's purchase intention for Moment Self Photo Studio's services in Manado. This study aligns with previous findings by Vitor Azzari and Pelissari (2020) that emphasize the importance of perceived quality in influencing consumer purchase intention. The results indicate that perceived quality acts as a significant mediator in the relationship between various factors and purchase intention. When consumers hold a positive view of the quality of a product or service, they are more likely to feel confident and plan to make a purchase. In the context of Consumer-Based Brand Equity (CBBE), perceived quality encompasses consumers' evaluations of a brand's performance and reliability. However, these results do not align with previous research by Chen (2019) that indicates perceived quality does not have a positive impact on smartphone purchase intention. While many studies emphasize that perceived quality is a key factor influencing purchase intention, the findings of this research suggest that perceived quality does not have a significant direct impact. This discrepancy may be due to differences in context or the characteristics of the studied population. For instance, in this study, other factors such as brand attachment and customer satisfaction may play a more dominant role in influencing purchase intention. This indicates that, in certain contexts, perceived quality may not be a strong determinant of purchase intention. Therefore, it is important to understand how various factors can interact and affect consumer purchasing decisions, and to recognize that perceived quality alone may not be sufficient to drive purchase intention if it is not supported by other relevant factors.

CONCLUSION AND RECOMMENDATION

Conclusion

Conclusions are drawn based on the results of this research are as follows :

1. Electronic Word of Mouth, Brand Awareness and Perceived Quality simultaneously shows positive and significant effect on Gen Z's Purchase Intention for Moment Self Photo Studio Manado Services.
2. Electronic Word of Mouth partially shows positive and significant effect on Gen Z's Purchase Intention for Moment Self Photo Studio Manado Services.
3. Brand Awareness partially shows positive and significant effect on Gen Z's Purchase Intention for Moment Self Photo Studio Manado Services.
4. Perceived Quality partially shows positive and significant effect on Gen Z's Purchase Intention for Moment Self Photo Studio Manado Services
5. Electronic Word of Mouth, Brand Awareness and Perceived Quality simultaneously shows positive and significant effect on Gen Z's Purchase Intention for Moment Self Photo Studio Manado Services.

Recommendations

1. Future researcher to conduct similar studies using the same subject but incorporate additional variables that were not explored in this research. By doing so, researchers can identify and analyze the other 35.3% of factors that remain unexamined, which will help to expand our understanding of consumer behavior dynamics. This approach will not only provide a more comprehensive view but also enrich the existing literature on the impacts of E-WOM, Brand Awareness, and Perceived Quality. It is hope that future researchers will use this study as a foundation for deeper exploration and the discovery of new insights in this dynamic field.
2. Moment Self Photo Studio may effectively utilize digital marketing strategies, particularly on platforms like TikTok. Given the significant influence of Electronic Word of Mouth, Brand Awareness, and Perceived Quality on purchase intention, it is crucial to enhance the quality and frequency of digital marketing campaigns. Creating engaging content that resonates with Gen Z, along with personalized advertising and collaborations with relevant influencers, can significantly boost consumer interest in the studio's services. Moreover, implementing innovative promotional strategies, such as limited-time offers, special packages, and interactive campaigns, should align with current consumer trends on TikTok. Regularly updating promotions and service offerings will not only attract potential customers but also foster customer loyalty to the brand.

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