Research Article

The Role of Brand Image in Mediating the Effect of Electronic Word Of Mouth (Ewom) and Brand Ambassadors on Purchase Intention (Study of E-Commerce Customers in Medan City)

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Abstract

The increasing use of the internet has led to the phenomenon of using electronic word of mouth (Ewom), and brand ambassadors as a marketing strategy to increase interest in buying products. This study aims to determine whether there isan effect of electronic word of mouth (Ewom) and brand ambassador on purchaseintention mediated by brand image. This research is a quantitative associative research. The sample in this study was taken using a nonprobability sampling method using incidental sampling. The number of samples used is as many as 100respondents who use e-commerce tokopedia, shopee, Bukalapak, and Lazada. The data obtained were analyzed using the PLS (Partial Least Square) analysis technique through the Smart PLS software with WarpPLS 3.0. The results of this study indicate that there is a positive and significant effect of Ewom' s influence onpurchase intention, but brand image does not play a role in mediating Ewom's influence on purchase intention. Meanwhile, brand ambassadors have nosignificant effect on purchase intention, but brand image plays a significant role inmediating the influence of brand ambassadors on purchase intention..

Keywords: *Electronic Word Of Mouth (Ewom), Brand Ambassador, Brand Image, Purchase Intention*

JEL Code : A10

INTRODUCTION

The development of the shoe industry is growing rapidly as evidenced by the variety of shoe brands that continue to emerge. Along with the development of fashion trends, shoes are not only used as footwear. Wearing shoes is an effort made to always look attractive following the trends that are in demand by many people. To fulfill this, many shoe brands have emerged that provide good quality, with various models and designs that are quite competitive.

Seeing the shoe market that is so crowded, sports shoes that are happening lately are felt to be getting tighter and full of competition.[7]Competition in the same sector can spur a business not to carry out a business monopoly, so that the creation of fair competition can be realized. People as consumers will feel that competition between businesses is a form of variation, which is able to provide many choices before determining the desired product. Products with the Eagle brand are sports shoes from PT Global Fashion Indonesia (GFI). Eagle is a local shoe brand that was founded in 1986 with the dream of becoming a leading national brand in sports shoes. From time to time,

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Eagle always produces shoes that not only make the wearer 'style', but also prioritize the wearer's comfort. The production process so that quality control is very carefully considered to produce quality-assured shoe products.

Eagle oversees sports shoes products (Badminton, Running, Jogging, and futsal), Lifestyle, and Back to School. As time went on, many local shoes emerged that competed with Eagle, such as brick, Ardiles and for foreign products that entered Indonesia such as Adidas and Nike. Each brand has its own advantages and segments.

The existence of competitors makes PT Global Fashion Indonesia (GFI) have to continue to innovate both in terms of design, and product quality in order to create Purchase Intention (purchase intention) for Eagle sports shoes, the presence of new competitors and innovations made to make consumers have new choices in supporting their appearance. Consumers will follow the latest fashion trends in choosing sports shoes, Eagle places the words innovation and creativity as keywords for products and marketing so as to ensure existence and to improve or at least meet the needs of consumers. To find out the position and ranking of a product in the market, a survey is conducted. One of the survey institutions as well as the award for the best brand chosen by Indonesian consumers is the Top Brand Award. The criteria for the winning brand in the Top Brand Award are that the brand must be selected by consumers through survey results by looking at three parameters; top of mind share (that is, an indicator of the extent to which the strength of a particular brand dominates the minds of customers), top of market share (ie the brand that the respondent uses currently or the last time it was used) and top of commitment share (that is an indicator of respondent loyalty to the product/service brand that want to consume in the future). So it can be concluded that the top brand index (TBI) is a parameter of the success of a product in the market. top of market share (ie the brand that the respondent uses currently or the last time it was used) and top of commitment share (ie an indicator of the respondent's loyalty to the brand of product/service that they want to consume in the future). So it can be concluded that the top brand index (TBI) is a parameter of the success of a product in the market. top of market share (ie the brand that the respondent uses currently or the last time it was used) and top of commitment share (that is an indicator of the respondent's loyalty to the brand of product/service that they want to consume in the future). So it can be concluded that the top brand index (TBI) is a parameter of the success of a product in the market.

Table 1. Top Brand Index (TBI) 2017-2019

TOP BRAND INDEX								
2017			**2018**			**2019**		
Brand	TBI	TOP	Brand	TBI	TOP	Brand	TBI	TOP
Adidas	38.2%	TOP	Adidas	37.6%	TOP	Adidas	37.0%	TOP
Nike	32.2%	TOP	Nike	25.6%	TOP	Nike	21.1%	TOP
Converse	3.6%		Reebok	6.2%		Ardiles	8.3%	
Eagle	3.3%		Ardiles	5.2%		Reebok	6.3%	
Reebok	3.3%		Diadora	4.6%		Diadora	2.9%	

Source: www.topbrand-award.com

Based on the table above, the Eagle shoe brand in 2017 was included in the top five Top Brand Index (TBI) with a percentage of 3.3%. While TBI's first position is the strong Adidas shoe brand with 38.2%, followed by Nike in second position and Converse in third position. However, in 2018 and 2019 the Eagle brand was not included in TBI's top five. This shows the decreasing interest in buying (purchase intention) Eagle shoes.

The emergence of electronic word of mouth (ewom) in the world of marketing cannot be separated from the development of the internet in the world. ewom activities are different from real activities in the community, online reviews (ewom) are conducting marketing activities through electronic media without face to face which can support the volume of sellers (Purnamasari & Yulianto, 2018). Without the internet it would not be possible for ewom to occur, the internet itself is the main key to ewom. Indonesia itself is one of the largest internet users in the world, which is in

the 6th position. The growth of internet users in Indonesia is supported by mobile phones and affordable mobile broadband connections which will encourage the growth of internet access in countries that cannot rely on fixed lines (Kominfo.go.id)

The Indonesian Internet Service Providers Association (APJJI) stated that in 2018 the number of internet users in Indonesia was recorded at 171.17 million. This number increased compared to the previous year, namely 2016 which was recorded at 132.7 million people. APJJI stated that when compared to Indonesia's population which reached 262 million people, the number of internet users in 2018 covered 65.33 percent. This development affects the company's promotional activities. Companies must always innovate in marketing their products. The high number of internet users in various countries makes it easy for consumers to review the products purchased. Consumers can provide positive or negative comments on the products they have used.

One of the strategies used by Eagle in marketing its products is to use a brand ambassador. Eagle Shoes took the slank music group as their brand ambassador. PT Global Fashion Indonesia also collaborated with slank to launch the SLANKED shoe product. The shoes were released with a limited production of only 1,200 units with certificates and signatures of all slank personnel. The use of slank as a brand ambassador has several considerations ranging from popularity, credibility, to their consistency in their work. The use of this brand ambassador creates the impression that consumers are selective in choosing and increasing status by owning what the celebrity wears. A brand ambassador is a person who supports a brand from various popular public figures (Shimp & Andrews, 2010). Companies can not arbitrarily choose celebrities in supporting their products. That's because if the company makes a mistake in determining which celebrity will be used to support its product, it can cause a decline in the company's brand image.

LITERATURE REVIEW

Purchase intention is a process that occurs when consumers see preferences for a product at a stage where consumers will evaluate their purchases and actual buying behavior (Rizqia & Hudrasah, 2015). Meanwhile, Schiffman and Kanuk (2007) suggest that purchase intention is a psychological activity that arises because of feelings and thoughts about a desired product or service. This study uses the indicators described by Suwandari. From the two indicators described, there are similarities and differences in each opinion. The similarity of indicators is in Suwandari's opinion which states that one of the purchase intention indicators is attention, interest, desire, which is interest, desire, the same thing was conveyed by Fure who stated that the purchase intention indicator was interest in the products offered.

According to Thurau (Sari & Pangestuti, 2018) revealing Electronic Word of Mouth is a form of marketing communication that contains positive or negative statements made by potential consumers, as well as former consumers about a product, which is available to many people through internet social media. With online reviews, communication between producers and consumers has become easier, and in accordance with the progress of today's era.

This study uses the indicators described by Goyette. From the two indicators described, there are similarities in meaning and are interconnected between Goyette's opinion and also the opinion of Reza Jalilvand & Samiei. The similarity of indicators is in Goyette's opinion which states that the Ewom indicator is intensity, consumer opinion, and also content while Reza Jalilvand & Samiei's opinion states that reading online reviews of other consumer products refers to consumer opinions. The indicators collect information from consumer product reviews over the internet as well as relate to consumer opinions and content.

Brand ambassador is someone who has a passion for the brand, wants to introduce it, and even voluntarily provides information about the brand (Doucett, 2008). Brand Ambassador is the first person who will shape the perception of consumers about a product from a brand. (Lea-Greenwood, 2012) said brand ambassadors are tools used by companies to communicate and relate to the public, with the hope that they can increase sales.

This study uses the indicators described by Royan. From the two opinions of indicators regarding brand ambassadors described by Royan and Smilansky, there are similarities in meaning and interrelationships between indicators. The four in general have the same meaning, so it can be concluded that Royan's and Smilansky's opinions have the same meaning and opinion. Royan stated that the brand ambassador indicators were visibility, credibility, attractiveness, and power, while Smilinky's opinion stated that the brand ambassador indicators were attractiveness, expertise, trustworthiness, and strength.

Brand Image is the perception and belief in a set of associations of a brand that occurs in the minds of consumers (Darma et al, 2018 and Suraatmadja et al, 2019). Brand is something that is important in increasing buying interest in the community. Brand perception of a product describes the quality of the product. A good brand image is needed to build trust in consumers. Consumers will be very receptive if the product purchased has a good brand image.

This study uses the indicators described by Hoffler & Keller. From the two opinion indicators regarding the brand image described by Hartanto and also Hoffler & Keller, there are similarities in meaning and are interconnected. The similarity of opinion expressed by Hartanto and also Alexander is found in the three indicators where all three mean company image, user image, and also product image. Based on a review of the theoretical basis and previous research, a research framework can be drawn up as shown below:
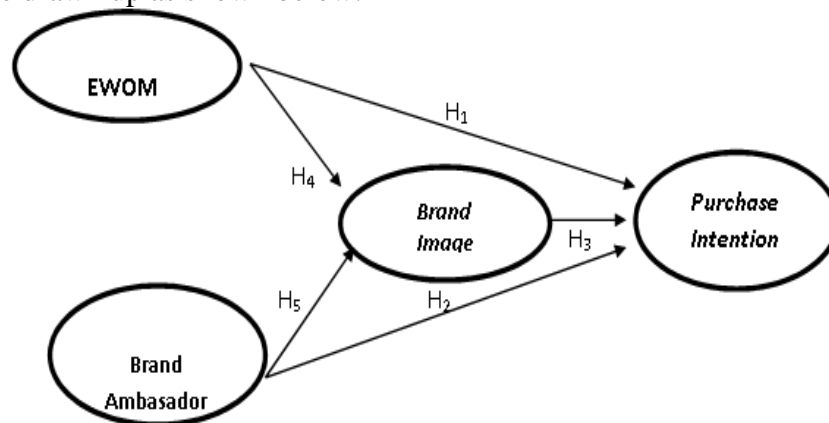

Figure 1. Thinking Framework

METHODOLOGY

This research is an associative and explanatory research, namely research with an explanation of the cause and effect effect of two or more phenomena. The research method is descriptive analysis, where data is collected, compiled, interpreted, and analyzed so as to provide complete information for the problems encountered (Sugiyono, 2017).

This type of research is also included in survey research, because it takes a sample from one population (Nasution, et al 2020). Survey research method is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behavior, variable relationships and to test several sociological and psychological variables from samples taken from certain populations. data with observations (interviews or questionnaires) that are not in-depth, and research results tend to be generalized (Sugiyono, 2017).

Because the population is not yet known, to determine the number of samples, the formula needed to determine the number of samples is to use the Lemeshow formula (Riduwan & Akdon, 2010). Then the results obtained that the minimum number of samples needed in this study was 96 respondents which was then fulfilled into 100 respondents. Due to the current COVID-19 pandemic in parts of the world including Indonesia, especially the Medan area which is included in the Red zone, there are even some areas that are categorized as black zones, the data collection methods used by researchers are by using online media, online interviews and dissemination. online questionnaire.

There are two approaches in Structural Equation Modeling (SEM), namely covariance-based SEM or also called Covariance Based-SEM (CB-SEM) and the variance approach (VB-SEM) with Partial Least Squares-SEM (PLS-SEM) techniques. The PLS approach is more suitable because it assumes that all measures of variance are useful variances to explain. The presence of the PLS-SEM method is not a competitor to CB-SEM, but rather a complement and an alternative to the multiple regression method, adapted to the research objectives (Priyono & Sunaryo, 2013).

RESULTS AND DISCUSSION

Based on the results of the study, the number of female respondents was more than that of male respondents, where female respondents were 53 people with a percentage of 53% and male respondents were 47 people with a percentage of 47%. Some of the respondents were in the age range of 23-28 years, namely 60 people with a percentage of 60%, then the age range of 17-22 years was 39 people and 1 person over 35 years. The occupations of the respondents consist of 47 people as students, 4 people as civil servants, 10 people as private employees, and 39 people working in other sectors. Furthermore, the education level of the respondents where, some of the respondents in this study were high school graduates, namely 55 people, followed by 41 undergraduate graduates and 4 junior high school graduates.

There are three criteria in the use of data analysis techniques with Smart PLS to assess the outer model, namely Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between item scores/component scores estimated with PLS software. Individual reflexive measures are said to be high if they correlate more than 0.70 with the construct being measured. However, according to Chin, 1998 (Ghozali, 2011) for research in the early stages of developing a measurement scale for the loading value of 0.5 to 0.6, it is considered sufficient. In this study, a loading factor limit of 0.60 will be used.

The results of processing using Smart PLS are known that the value of the outer model or the correlation between the construct and the variable initially does not meet convergent validity because there are still quite a lot of indicators that have a loading factor value below 0.60 Modification of the model is done by issuing indicators that have a loading factor value below 0.60. In the modified model as shown in Table 2, it shows that all loading factors have values above 0.60, so the constructs for all variables have not been eliminated from the model.

Discriminant validity This is done to ensure that each concept of each latent variable is different from other variables. The results of the discriminant validity test are obtained as follows:

Table 2 Discriminant Validity Value for Variable

	Brand Ambassador	Brand Image	EWOM	Purchase Intention
Brand Ambassador	0.718			
Brand Image	0.543	0.713		
EWOM	0.393	0.315	0.774	
Purchase Intention	0.398	0.429	0.594	0.741

Source: Data Processing With PLS, 2020

From the table above, it can be seen that the loading factor value for each variable of each latent variable has the largest loading factor value compared to the loading factor value when associated with other latent variables. This means that each latent variable has good discriminant validity where the latent variable has a gauge that is highly correlated with other constructs.

Furthermore, it is known that the loading factor value for each indicator of each latent variable has the largest loading factor value compared to the loading factor if it is associated with other latent variable indicators (Hanum et al., 2019). This means that each latent variable indicator has good discriminant validity where the latent variable indicator has a gauge that is highly correlated with other constructs.

Table 3 Composite Reliability and Average Variance Extracted

	Cronbach's Alpha	rho_A	Composite Reliability	Avrega Variance Extracted (AVE)
EWOM	0.778	0.786	0.857	0.600
Brand Ambassador	0.766	0.775	0.841	0.516
Purchase Intention	0.861	0.861	0.896	0.591
Brand Image	0.842	0.852	0.878	0.509

Source: Data Processing With PLS, 2020

Based on the Table above, it can be concluded that all constructs meet the reliable criteria. This is indicated by the composite reliability value above 0.70 and the AVE above 0.50 as recommended criteria. Next, the structural model was evaluated using R-square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.
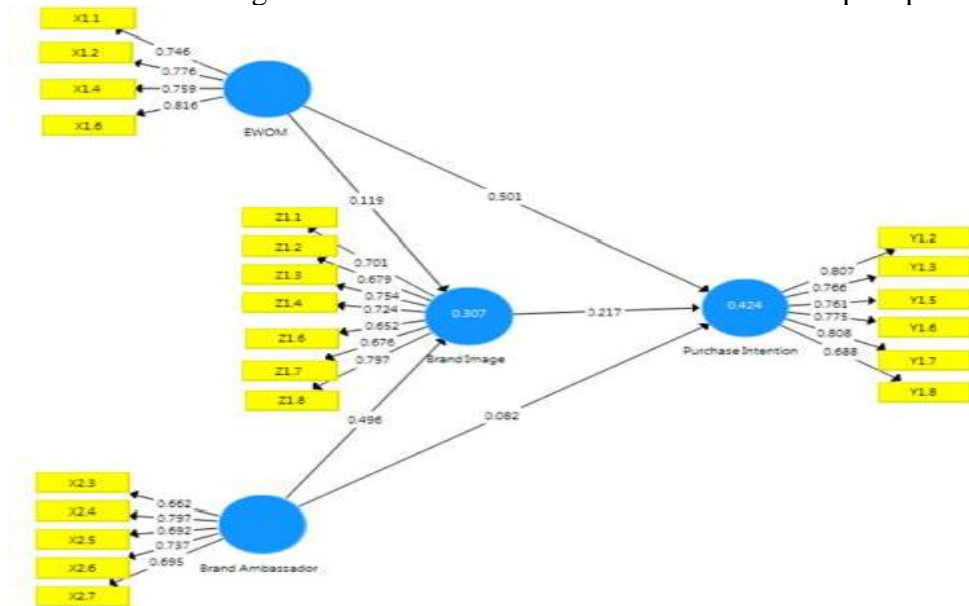
Picture 1 Structural Model

In assessing the model with PLS, it begins by looking at the R-square for each dependent latent variable. This study uses 1 dependent variable, namely purchase intention which is influenced by electronic word of mouth and brand ambassadors mediated by brand image. The results showed that the R Square value of the brand image variable was obtained at 0.307, for the purchase intention variable it was obtained at 0.424. These results indicate that 30.7% of brand image variables can be influenced by EWOM and brand ambassadors. The purchase intention variable shows that 42.4% is influenced by EWOM, brand ambassadors, and brand image.

Table 4 Result For Inner Weights

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Value
Brand Ambassador- Brand Image	0.496	0.494	0.116	4.260	0.000
Brand Ambassador- Purchase Intention	0.082	0.090	0.132	0.621	0.493
Brand Image- Purchase Intention	0.217	0.244	0.143	1,519	0.129
EWOM-Brand Image	0.119	0.138	0.171	0.697	0.486
EWOM-Purchase Intention	0.489	0.465	0.175	2.868	0.004
Brand Ambassador- Brand Image purchase Intention	0.115	0.124	0.061	1,993	0.049
EWOM-Brand Image-Purchase Intention	0.080	0.089	0.117	0.403	0.487

Source: Data Processing With PLS, 2020

The results of testing the first hypothesis indicate that the relationship between the Ewom variable and purchase intention shows a path coefficient value of 0.489 with a p-value of 0.004 which is smaller than 0.05 with a T-Statistic of 4.620 greater than 1.960. This result means that Ewom has a positive and significant relationship with purchase intention, which means that it is in accordance with the first hypothesis where Ewom has an effect on purchase intention.

The results of testing the second hypothesis indicate that the relationship between the brand ambassador variable and purchase intention shows a path coefficient value of 0.082 with a p-value of 0.493, the value is greater than 0.05 with a T-Statistic of 0.621 less than 1.960. These results indicate that brand ambassadors have a positive but not significant relationship with purchase intention, which means it is not in accordance with the second hypothesis where brand ambassadors have no effect on purchase intention.

The results of testing the third hypothesis indicate that the relationship between brand image variables and purchase intention shows a path coefficient value of 0.217 with a p-value of 0.129, the value is greater than 0.05 with a T-Statistic of 1.519 less than 1.960. These results indicate that brand image has a positive but not significant relationship to purchase intention, which means it is not in accordance with the third hypothesis where brand image has no effect on purchase intention.

The results of testing the fourth hypothesis show that the relationship between the Ewom variable and brand image shows a path coefficient value of 0.119 with a p-value of 0.486, the value is greater than 0.05 with a T-Statistic of 1.743 less than 1.960. These results indicate that Ewom has a positive but not significant relationship to brand image which means it is not in accordance with the fourth hypothesis where Ewom has no effect on brand image.

The results of testing the fifth hypothesis indicate that the relationship between brand ambassador variables and brand image shows a path coefficient value of 0.496 with a p-value of 0.000, the value is smaller than 0.5 with a T-Statistic of 4.260 greater than 1.960. These results indicate that brand ambassadors have a positive and significant relationship to brand image which means that it is in accordance with the fifth hypothesis where brand ambassadors have an effect on brand image.

The results of testing the sixth hypothesis indicate that the Ewom relationship mediated by brand image on purchase intention shows a path coefficient value of 0.080 with a p-value of 0.487, a p-value greater than 0.05 with a T-Statistic of 0.403 less than 1.960. These results indicate that Ewom mediated by brand image has a positive but not significant relationship to purchase intention, which means it is not in accordance with the sixth hypothesis where Ewom mediated by brand image has no effect on purchase intention.

The results of testing the seventh hypothesis indicate that the relationship of brand ambassadors mediated by brand image to purchase intention shows a path coefficient value of 0.115 with a p-value of 0.049, the value is smaller than 0.5 with a T-Statistic of 1.993 greater than 1.960. These results indicate that brand ambassadors mediated by brand image have a positive and significant relationship to purchase intention, which means that it is in accordance with the seventh hypothesis where brand ambassadors mediated by brand image have an effect on purchase intention.

DISCUSSION

Based on the results of statistical calculations, it can be concluded that the Ewom construct has a significant positive effect on the purchase intention construct directly. This can be seen from the t-statistic value which is greater than 1.96, which is 2.868. The results of this study are in line with research conducted (Putri & Amalia, 2018); (Hamidun & Sanawiri, 2018) electronic word of mouth (Ewom) has a positive and significant effect on purchase intention. This opinion is also corroborated by research (Muis, Gultom, Jufrizen, & Azhar, 2020) which states that Ewom also has a positive and significant effect on the image of the destination.

This shows that the Ewom variable can affect a fairly large increase in purchase intention. So it can be concluded, the better Ewom, the higher the purchase intention. This means that companies that implement Ewom well can increase purchase intention. The increase in purchase intention has a good impact on the company's profits which can improve the welfare of the company and other interested parties so that it is necessary to implement EWOM.

The results of hypothesis testing indicate that the relationship between the brand ambassador variable and purchase intention shows a path coefficient value of 0.082 with a p-value of 0.493, the value is greater than 0.05 with a T-Statistic of 0.686 smaller than 1.960. These results indicate that brand ambassadors have a positive but not significant relationship with purchase intention. The results of this study contradict the research conducted (Cece, 2015) and (Mardiani & Wardhana, 2018) which states that the brand ambassador variable has a positive and significant effect on consumer buying interest. This study is in accordance with research conducted (Sandra & Setyabudi, 2020) which states that the brand ambassador capability variable has a positive and insignificant effect on consumer buying interest. This shows that the brand ambassador variable does not have a direct significant effect on purchase intention. So it can be concluded, brand ambassadors are not able to increase purchase intention. This means that companies that use brand ambassadors cannot increase purchase intention. This is because the brand used does not represent the product being delivered.

Based on the results of statistical calculations, it can be concluded that the variable construct of brand image on purchase intention shows a path coefficient value of 0.217 with a p-value of 0.129, the value is greater than 0.05 with a T-Statistic of 1.519 less than 1.960. These results indicate that brand image has a positive but not significant relationship with purchase intention. The results of this study contradict the research conducted (Salangka et al, 2017) which states that brand image has a significant simultaneous effect on purchase intention and is in line with research conducted (Cece, 2015); (Octavian & Suprapto, 2020) which states that brand image has a negative effect and is declared rejected on purchase intention. This shows that the brand image variable does not have a direct significant effect on purchase intention. So it can be concluded, brand image is not able to increase purchase intention. This means that brand image cannot increase purchase intention. This is because the brand used does not represent the product being delivered.

Based on the results of statistical calculations, it can be concluded that the construct of the Ewom variable on brand image shows a path coefficient value of 0.119 with a p-value of 0.486, the value is greater than 0.05 with a T-Statistic of 1.743 less than 1.960. These results indicate that Ewom has a positive but not significant relationship to brand image. The results of this study contradict the research conducted (Pentury, Sugianto, & Remiasa, 2019); (Demante & Dwiyanto, 2016); (Iswara & Jatra, 2017) research shows that eWOM has a strong and positive influence on brands. This shows that the Ewom variable does not have a direct significant effect on brand image. So it can be concluded, Ewom is not able to affect the brand image.

Based on the results of hypothesis testing, it shows that the relationship between the brand ambassador variable and brand image shows a path coefficient value of 0.496 with a p-value of 0.000, the value is smaller than 0.5 with a T-Statistic of 4.260 greater than 1.960. These results indicate that brand ambassadors have a positive and significant relationship to brand image. The results of this study are in accordance with the research conducted (Putra, Suharyono, & Abdillah, 2014); (Masyita & Yuliati, 2017) where research shows that brand ambassadors have a strong and positive influence on brand image. This shows that the brand ambassador variable can influence a fairly large brand image. So it can be concluded, the better the brand ambassador, the better the brand image. This means that companies that apply brand ambassadors well can improve brand image. Increased brand image has a good impact on the company's profile and company image so that the company can be well known in the community.

Based on the results of statistical calculations, it can be concluded that the Ewom relationship construct mediated by brand image on purchase intention shows a path coefficient value of 0.080 with a p-value of 0.487, a p-value greater than 0.05 with a T-Statistic of 0.403 smaller from 1.960. These results indicate that Ewom mediated by brand image has a positive but not significant

relationship to purchase intention. The results of this study contradict the research conducted (Hamidun & Sanawiri, 2018) showing that Electronic Word of Mouth has a positive effect on Purchase Intention through the intervening variable, namely the Brand Image variable significantly. This shows that brand image has not been able to mediate the effect of Ewom on purchase intention. There is no role of brand image in mediating the effect of Ewom on purchase intention. Brand image has not played a role in mediating the influence of Ewom on purchase intention which is significant directly. So it can be concluded, brand image does not play a role in mediating the effect of Ewom on purchase intention.

Based on the results of statistical calculations, it can be concluded that the brand ambassador relationship construct mediated by brand image on purchase intention shows a path coefficient value of 0.115 with a p-value of 0.049, the value is smaller than 0.05 with a T-Statistic of 1.993 greater than 1.960. These results indicate that brand ambassadors mediated by brand image have a positive and significant relationship to purchase intention.

The results of this study are in accordance with research conducted (Larasari, Lutfi, & Mumtazah, 2018) revealing that event sponsorship and brand ambassadors have a positive effect on the formation of a product's brand image, and shows that the brand image variable is positively and significantly able to mediate the relationship between brands. ambassador on purchase intention. This shows that brand image is able to mediate the influence of brand ambassadors on purchase intention. There is a role for brand image in mediating the influence of brand ambassadors on purchase intention. Brand image plays a role in mediating the influence of brand ambassadors on purchase intention which is significant directly. So it can be concluded, brand image plays a role in mediating the influence of brand ambassadors on purchase intention. Purchase intention can be increased through the role of brand image, meaning that the better the brand image of Eagle shoe products, the better the brand ambassador, which leads to an increase in purchase intention. Increased purchase intention will increase the company's profit and turnover. That way the company will experience a surplus.

CONCLUSION

Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

1. There is a direct and positive influence between electronic word of mouth (Ewom) on the purchase intention of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan;
2. There is no direct influence between brand ambassadors on the purchase intention of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan;
3. There is no direct influence between brand image on the purchase intention of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan;
4. There is no direct influence between electronic word of mouth (Ewom) on the brand image of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan;
5. There is a direct and positive influence between brand ambassadors on the brand image of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan;
6. There is no role of brand image in mediating electronic word of mouth (Ewom) on the purchase intention of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan. Brand image does not play a role in mediating no mediation;
7. There is a role for brand image in mediating brand ambassadors on the purchase intention of Eagle shoes on e-commerce users (Tokopedia, Shopee, Bukalapak, and Lazada) in the city of Medan. Brand image plays a full role in mediating brand ambassadors on purchase intention full mediation.

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