

The Effect of Product Quality on Purchase Intention toward Jiniso Products: The Mediating Role of Electronic Word of Mouth (E-WOM)

I Kadek Kian Witko¹, Ni Ketut Anjani², I Gusti Ngurah Widya Hadi Saputra³, I Gst Ayu Wirati Adriati⁴

^{1,2,3,4} Universitas Pendidikan Nasional

Abstract

This study aims to analyze the effect of product quality on purchase intention for JINISO products, the effect of product quality on Electronic Word of Mouth (E-WOM), the effect of E-WOM on purchase intention, and the role of E-WOM in mediating the effect of product quality on purchase intention among Generation Z consumers in Denpasar City. Purposive sampling was used in this study's quantitative methodology. Customers between the ages of 17 and 29 who were aware of and have bought JINISO items thru TikTok Shop and followed the TikTok account @Jiniso.id were given questionnaires to complete in order to gather data. With a path coefficient of 0.533, a t-statistic of 6.846, and a p-value < 0.001, the findings demonstrated that product quality had a favorable and substantial impact on purchase intention. With a coefficient of 0.641, a t-statistic of 11.388, and a p-value < 0.001, product quality also significantly and favorably impacted E-WOM. Purchase intention was positively and significantly impacted by E-WOM, with a coefficient of 0.268, a t-statistic of 3.155, and a p-value of 0.002. Furthermore, E-WOM significantly mediated the effect of product quality on purchase intention, with an indirect effect of 0.172. These findings indicate that improving product quality can increase purchase intention both directly and indirectly through E-WOM.

Keywords: Product Quality, Electronic Word of Mouth, Purchase Intention, JINISO, TikTok Shop.

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✉ Corresponding author :

Email Address : Ikadekkian123@gmail.com

INTRODUCTION

The local fashion industry in Indonesia has experienced fairly rapid growth in recent years. The emergence of various local fashion brands indicates that domestic products are increasingly capable of competing and following trends developing in society, particularly among the younger generation. Generation Z. The development of digital technology has also changed consumer behavior in carrying out shopping activities. Social media is no longer used solely as a means of communication and entertainment but has also developed into a medium for marketing and online transactions (Nur Ajizah & Teguh Nugroho, 2023). One platform that has experienced rapid growth is TikTok through its TikTok Shop feature. The presence of TikTok Shop provides consumers with convenience in viewing product promotions and user reviews and making purchases directly within a single platform (A. R. Putri, 2025). One local fashion brand that is quite well known among young people is JINISO. This brand is known for its jeans and casual fashion products, which are considered to be

in line with the trends and needs of young consumers. Jiniso also actively utilizes TikTok as a medium for product promotion and sales (Alviana & Surakarta, 2025). Jiniso's official TikTok account has millions of followers and receives a high level of interaction from social media users. The high level of digital promotional activity indicates that Jiniso has successfully utilized social media to strengthen its brand presence and reach consumers more broadly. However, the increase in sales does not necessarily indicate that all consumers have the same experience and assessment of the quality of the products they receive. This can be seen from several consumer reviews and comments on TikTok Shop expressing complaints regarding the quality of Jiniso products. Some consumers state that the product sizes are inaccurate, the colors fade easily, and the quality of the materials received does not meet their expectations. This condition indicates that product quality remains an important concern for consumers when purchasing fashion products online. Such discrepancies in product quality have the potential to generate negative consumer reviews, which may subsequently influence the purchase intention of other prospective consumers (Afifatul Mukarromah, 2023).

In online purchasing transactions, consumers cannot directly inspect the condition of a product before making a purchase. Therefore, consumers tend to rely on information based on other users' experiences as a consideration before purchasing a product. Information in the form of reviews, comments, and consumer recommendations through digital media is known as electronic word of mouth or e-WOM. Positive e-WOM can increase consumers' confidence in product quality, thereby encouraging purchase intention. Conversely, negative e-WOM can strengthen consumers' doubts about product quality and lead to a decline in purchase intention. Thus, e-WOM is assumed to serve as a link between product quality and consumer purchase intention (Dwiputri & Syahputra, 2023).

Purchase intention refers to a consumer's tendency to purchase a product after obtaining information and making certain considerations. Good product quality can increase consumers' confidence in the benefits offered by a product, thereby encouraging the desire to make a purchase (Nazara & Yunita, 2023). In this study, product quality is an important factor that is assumed to influence consumers' purchase intention toward Jiniso products. Based on the phenomenon of increasing sales of Jiniso products accompanied by negative consumer reviews on TikTok Shop, product quality and e-WOM are important factors that need to be considered in shaping consumer purchase intention. In addition, inconsistencies in the findings of previous studies indicate that the relationships among the variables still need to be reexamined in different contexts. Therefore, this study was conducted to analyze the effect of product quality on the purchase intention of Jiniso products through e-WOM among Gen-Z consumers in Denpasar.

Theory of Planned Behavior (TPB)

In this study, the Theory of Planned Behavior is used as the theoretical foundation to explain the formation of consumer purchase intention. The Electronic Word of Mouth (E-WOM) variable plays a role in forming subjective norms and influencing consumer attitudes through the opinions and experiences of other consumers shared online. Meanwhile, product quality plays a role in shaping

consumers' attitudes toward a product, which determine positive or negative evaluations of the product.

Electronic Word of Mouth (E-WOM)

According to Yuniarti (2021), E-WOM is defined as statements made by potential consumers, actual consumers, or former consumers regarding a product or service and conveyed through the internet. E-WOM plays an important role in shaping consumer perceptions and attitudes, particularly in the context of digital marketing. Information disseminated through E-WOM can influence consumer trust, shape brand image, and encourage or inhibit purchase intention (Dwiputri & Syahputra, 2023). In this study, E-WOM is measured using the indicators proposed by Lestari & Widjanarko (2023), namely Intensity, Valence, and Content.

Purchase Intention

Purchase intention refers to an individual's tendency or intention to purchase a product after going through a process of information evaluation and certain considerations. In the context of digital marketing, purchase intention is strongly influenced by information obtained through social media, perceptions of product quality, and social influences from the surrounding environment (Purwati & Cahyanti, 2022). In this study, the purchase intention variable is measured using the indicators proposed by Abdul et al. (2022), namely Transactional Intention, Referential Intention, Preferential Intention, and Exploratory Intention.

METHODOLOGY

This study was conducted in Denpasar City, Bali Province, with respondents consisting of consumers who had purchased Jiniso products through TikTok Shop. The selection of Denpasar City as the research location was based on the high use of the internet, social media, and online shopping activities among the community, particularly Generation Z (Creswell, 2018). In this study, the population refers to all consumers who have viewed and read reviews and have an intention to purchase Jiniso products through the TikTok Shop platform, particularly those residing in Denpasar City.

The sample in this study was determined using a non-probability sampling method with a purposive sampling technique. Therefore, the sampling process was conducted selectively by establishing specific criteria that were aligned with the focus of the study. This approach aims to obtain a sample that adequately represents the characteristics of the population under investigation. The criteria for selecting the sample in this study are as follows:

- The selected consumers are those who are familiar with Jiniso products and have previously purchased Jiniso products on TikTok.
- Respondents are aged 17–29 years. This criterion was considered because consumers who purchase Jiniso products are predominantly young people and adults within the Generation Z age range. In addition, respondents within this age range are considered capable of understanding the questions contained in the questionnaire.
- Respondents are followers of the TikTok account @Jiniso.id.

The data collection technique used in this study was questionnaire distribution. A questionnaire is a research instrument involving the provision of a list of questions to respondents to obtain information in accordance with the research objectives (Wardhana, 2024). The data analysis technique used in this study is Structural Equation Modeling (SEM) to examine relationships among variables simultaneously and hierarchically (Hair et al., 2021). This study uses the SEM-PLS 4.0 program.

RESULTS AND DISCUSSION

Instrument Test Results (Validity Test)

Variabel	Item	Calculated r	r table	Sig. (2-tailed)
Product Quality	X.1	0,696	0,3120	<0,001
	X.2	0,716	0,3120	<0,001
	X.3	0,745	0,3120	<0,001
	X.4	0,615	0,3120	<0,001
	X.5	0,721	0,3120	<0,001
	X.6	0,691	0,3120	<0,001
E-WOM	M.1	0,768	0,3120	<0,001
	M.2	0,740	0,3120	<0,001
	M.3	0,832	0,3120	<0,001
Purchase Intention	Y.1	0,773	0,3120	<0,001
	Y.2	0,812	0,3120	<0,001
	Y.3	0,656	0,3120	<0,001
	Y.4	0,713	0,3120	<0,001

Based on the table above, all items have calculated r values ranging from 0.615 to 0.832, which are greater than the r table value (0.3120), and the significance values of all items are below 0.05. Thus, all items for the Purchase Intention variable are declared valid and can be used to measure the variable.

Reliability Test

Variable	Cronbach's Alpha	Number of Items
Product Quality (X)	0,786	6
E-WOM (M)	0,680	3
Purchase Intention (Y)	0,725	4

Based on the recapitulation table above, Cronbach's Alpha values are above the threshold of 0.60. Therefore, the instruments for the three research variables are reliable and suitable for use.

Factor Loading

Variable	Indicator	Outer Loading
Product Quality (X)	X1	0,756
	X2	0,716
	X3	0,757
	X4	0,711
	X5	0,732
	X6	0,770

Electronic Word of Mouth (M)	M1	0,803
	M2	0,805
	M3	0,767
Purchase Intention (Y)	Y1	0,785
	Y2	0,756
	Y3	0,770
	Y4	0,781

The highest outer loading value is found for indicator M2 at 0.805, while the lowest is found for indicator X4 at 0.711. Although there is variation in loading values among indicators, all indicators exceed the minimum threshold of 0.70, indicating that all indicators adequately represent the constructs being measured.

Average Variance Extracted (AVE)

Variable	AVE	Description
<i>Electronic Word of Mouth</i>	0,627	Valid
Product Quality	0,549	Valid
Purchase Intention	0,598	Valid

These results indicate that each construct is able to explain more than 50% of the variance in the indicators that form it. Thus, all research constructs meet the criteria for convergent validity based on the Average Variance Extracted (AVE) values, and all variables are declared valid and suitable for the next stage of analysis.

Discriminant Validity Test

Variable	E-WOM	Product Quality	Purchase Intention
E-WOM	-		
Product Quality	0,826	-	
Purchase Intention	0,817	0,857	-

The highest HTMT value is found in the relationship between Product Quality and Purchase Intention at 0.857, while the lowest HTMT value is found in the relationship between Electronic Word of Mouth and Purchase Intention at 0.817. These results indicate that each construct has distinct characteristics and can adequately differentiate the concepts being measured.

R² (R-Square)

Variable	R-Square	R-Square Adjusted
<i>Electronic Word of Mouth (E-WOM)</i>	0,410	0,406
Purchase Intention	0,539	0,532

The Adjusted R-Square value for Purchase Intention is 0.532 or 53.2%. This indicates that variations in Purchase Intention can be explained by Product Quality and Electronic Word of Mouth (E-WOM) by 53.2%, while the remaining 46.8% is influenced by other variables.

Q² (Predictive Relevance)

Variable	Q ²
<i>Electronic Word of Mouth (E-WOM)</i>	0,249
Purchase Intention	0,308

The Q^2 value for Electronic Word of Mouth (E-WOM) is 0.249, while the Q^2 value for Purchase Intention is 0.308. Both values are greater than zero, indicating that the research model has good predictive relevance for the endogenous variables.

Hypothesis Testing (Path Analysis)

Variable Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
Direct Effect					
Product Quality → Purchase Intention	0,533	0,540	0,078	6,846	0,000
Product Quality → E-WOM	0,641	0,643	0,056	11,388	0,000
E-WOM → Purchase Intention	0,268	0,265	0,085	3,155	0,002
Indirect Effect					
Product Quality → E-WOM → Purchase Intention	0,172	0,171	0,058	2,977	0,003

Effect of Product Quality on Purchase Intention for Jiniso Products

Based on the hypothesis testing results, product quality has a path coefficient of 0.533, a t-statistic of 6.846, and a p-value < 0.001. A p-value below 0.05 indicates that product quality has a positive and significant effect on purchase intention for JINISO products. Thus, the first hypothesis (H1), which states that product quality has a positive effect on purchase intention, is accepted. The positive relationship indicates that the better consumers' perceived quality of JINISO products, the higher their tendency to develop purchase intention. These results show that product quality is an important consideration when consumers evaluate JINISO products. Consumers are more interested in products perceived as capable of meeting their needs, functioning well, conforming to the specifications offered, being durable, and being reliable. From the perspective of the Theory of Planned Behavior (TPB), a positive perception of product quality can form a positive consumer evaluation of JINISO products. When consumers believe that a product has quality consistent with their expectations, this positive evaluation can strengthen their tendency to make a purchase. Similar findings were obtained by Ardira and Aribowo (2024) among TikTok Shop users in Surabaya, showing that product quality has a positive effect on purchase intention.

Effect of Product Quality on E-WOM for Jiniso Products

Based on the hypothesis testing results, product quality has a path coefficient of 0.641, a t-statistic of 11.388, and a p-value < 0.001. These results show that product quality has a positive and significant effect on Electronic Word of Mouth (E-WOM). Thus, the second hypothesis (H2), which states that product quality has a positive effect on E-WOM, is accepted. This finding indicates that product quality not only affects individual consumer evaluations but can also be related to communication among consumers through digital media. Within the TPB framework used in this study, product quality is associated with the formation of consumer evaluations of

products, while E-WOM provides social information accessible to other consumers. This finding is consistent with Utarini et al. (2025), which showed that product quality has a positive and significant effect on E-WOM. That study explained that evaluations of product quality can be related to the formation of electronic communication about products.

Effect of E-WOM on Purchase Intention for Jiniso Products

Based on the hypothesis testing results, E-WOM has a path coefficient of 0.268, a t-statistic of 3.155, and a p-value of 0.002. A p-value below 0.05 indicates that E-WOM has a positive and significant effect on purchase intention for JINISO products. Thus, the third hypothesis (H3), which states that E-WOM has a positive effect on purchase intention, is accepted. E-WOM can help prospective consumers obtain information before purchasing, particularly in online transactions where consumers cannot always directly inspect a product. From the TPB perspective, E-WOM can serve as a source of social information that contributes to the formation of consumer attitudes and subjective norms, which ultimately relate to the intention to purchase JINISO products. This finding is consistent with Mandala et al. (2025) in the context of TikTok Shop in Indonesia, which found that E-WOM has a positive and significant effect on purchase intention. Similar results were also found by Amarta and Sidharta (2024), who showed that E-WOM has a positive and significant effect on purchase intention.

The Role of E-WOM in Mediating the Effect of Product Quality on Purchase Intention for Jiniso Products

Based on the mediation effect test, the indirect effect of product quality on purchase intention through E-WOM has a coefficient of 0.172, a t-statistic of 2.977, and a p-value of 0.003. A p-value below 0.05 indicates that the indirect effect is positive and significant. Thus, the fourth hypothesis (H4), which states that E-WOM is able to mediate the effect of product quality on purchase intention, is accepted. These results explain that product quality can increase purchase intention through two paths. First, product quality has a direct effect on purchase intention. Consumers with positive perceptions of JINISO product quality can directly develop an interest in purchasing the product. Second, product quality also has an indirect effect through E-WOM. Product quality perceived as good can generate information, evaluations, or discussions about the product; this information then becomes a **source** of consideration for prospective consumers and ultimately increases purchase intention.

This finding extends the explanation of TPB in the research context. Perceptions of product quality can shape consumers' evaluations of JINISO, while E-WOM provides social information that helps consumers assess products based on the experiences and opinions of other users. These two processes can operate simultaneously in forming purchase intention. Utarini et al. (2025) also examined E-WOM as a mediator in the relationship between product quality and purchasing behavior. Although E-WOM was not proven to mediate the relationship between product quality and purchase decisions in that study, the study still showed that product quality has a positive effect on E-WOM. The findings of this study are also

mechanistically supported by Mico Mandala (2025), which showed that E-WOM has a positive and significant effect on purchase intention on TikTok Shop. Although its mediation model used consumer trust, the study demonstrates the importance of E-WOM in the formation of purchase intention in the TikTok Shop environment.

CONCLUSION

Based on the analysis and discussion presented, product quality has a positive and significant effect on purchase intention, with a path coefficient of 0.533, a t-statistic of 6.846, and a p-value < 0.001. This result indicates that the better consumers perceive the quality of JINISO products, the higher their intention to purchase JINISO products. Therefore, hypothesis one (H1) is accepted. Product quality also has a positive and significant effect on Electronic Word of Mouth (E-WOM), with a path coefficient of 0.641, a t-statistic of 11.388, and a p-value < 0.001. This finding indicates that the better consumers perceive the quality of JINISO products, the more positive the E-WOM formed about the products through reviews, comments, and information communicated digitally. Therefore, hypothesis two (H2) is accepted.

Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase intention, with a path coefficient of 0.268, a t-statistic of 3.155, and a p-value of 0.002. This indicates that the better the information, reviews, and recommendations about JINISO products received by consumers through digital media, the higher their intention to purchase the products. Therefore, hypothesis three (H3) is accepted. Electronic Word of Mouth (E-WOM) positively and significantly mediates the effect of product quality on purchase intention, with an indirect effect of 0.172, a t-statistic of 2.977, and a p-value of 0.003. The test results show that the direct effect of product quality on purchase intention remains significant, while the indirect effect through E-WOM is also significant and has the same direction. Therefore, the mediation form is complementary mediation (partial mediation). This means that product quality can increase purchase intention both directly and indirectly through E-WOM. Thus, hypothesis four (H4) is accepted.

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