



THE EFFECT OF #JUMATBERKAHF EWOM AND DIMAS SETO AS SOURCE CREDIBILITY ON KAHF BRAND IMAGE

Dya Savica¹, Indria Angga Dianita²

¹⁾ Telkom University, Indonesia

²⁾ Telkom University, Indonesia

¹⁾ dyasavica@student.telkomuniversity.ac.id ²⁾ indriaangga@telkomuniversity.ac.id

INFO ARTIKEL

Diterima 29 November
2022
Direvisi 20 Desember
2022
Diterima 29 Desember
2022
Tersedia online 2 Januari 2023

Kata Kunci
eWOM, Source Credibility,
Brand Image, Kahf

Keywords
eWOM, Source Credibility,
Brand Image, Kahf

ABSTRAK

Fenomena pria yang kini lebih sadar dan peduli terhadap penampilan diri berdampak positif bagi pasar perawatan tubuh pria Indonesia. Berbagai macam perusahaan brand kecantikan yang sebelumnya hanya dikhususkan untuk wanita kini berlomba-lomba menciptakan produk perawatan tubuh yang ditargetkan untuk pria. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dengan jenis penelitian deskriptif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah probability sampling, dengan teknik simple random sampling. Teknik analisis menggunakan uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji koefisien korelasi, koefisien determinasi, dan regresi linier berganda. Berdasarkan hasil penelitian, eWOM secara parsial mempengaruhi Brand Image Kahf sebesar 21%, dan sisanya sebesar 79% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Kredibilitas Sumber secara parsial mempengaruhi Brand Image Kahf sebesar 25%, dan sisanya sebesar 75% dipengaruhi oleh faktor lain yang tidak dibahas dalam penelitian ini. eWOM dan Source Credibility secara simultan mempengaruhi Brand Image Kahf sebesar 32%, dan sisanya sebesar 68% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

ABSTRACT

The phenomenon of men who are now more aware and concerned about their self-appearance positively impacts the Indonesian men's personal care market. Therefore, this study aims to analyze the effect of eWOM and source credibility on Kahf's brand image. Through this research, it is hoped to produce an appropriate marketing strategy to build a positive brand image in the minds of consumers. This research was conducted using quantitative methods with descriptive research type. The sampling technique used in this study is probability sampling, with simple random sampling techniques. The analysis technique uses a normality test, multicollinearity test, heteroscedasticity test, coefficient correlation test, coefficient of determination, and multiple linear regression. Based on the study results, eWOM partially influenced Kahf's Brand Image by 21%, and the remaining 79% was influenced by other factors not examined in this study. Source Credibility partially influenced Kahf's Brand Image by 25%, and the remaining 75% was influenced by other factors not discussed in this study. eWOM and Source Credibility simultaneously influenced Kahf's Brand Image by 32%, and the remaining 68% was influenced by other factors not examined in this study.

* Corresponding author at:
School of Communication & Business,
E-mail address: jessicaccharis@student.telkomuniversity.ac.id

1. Introduction

Today's developments show that business competition conditions, especially in the personal care business, are experiencing quite tight competition. This intense competition occurs because the need for personal care is getting higher and has become one of the essential needs for humans. Seeing a high demand for personal care, the manufacturers of the personal care industry are competing to present product innovations that can answer the community's needs. Not only international producers but local producers also enliven the market and are here to compete. "Results of the Katadata Insight Center (KIC) survey related to consumer behavior in shopping during the pandemic, consumer preferences for using local brand products are superior by 87.2%, and preference for foreign products is only 12.8% (Ekarina,2022).

Almost all products are aimed at women and minimally at men. According to Putranto (2021), not only aimed at women, but skincare products also build discipline in men's bodies through metrosexual representations of clean and bright skin. Currently, men receive treatment identical to women, resulting in a redefinition of masculinity in men. Men have the same opportunities as women to take care of themselves. "Men's care products are one of the items men consider when shopping and are a men's purchase priority" (Sanny et al., 2020). According to Rasid (2016), the roughly two billion Muslims who make up the world's population are becoming more and more aware that some cosmetics contain components with animal origins, raising questions about whether or not they are halal. According to Aisyah (2017), Indonesian consumers' desire for local halal brands of cosmetics like Wardah and Sari Ayu is growing, as are their purchases of several other products from abroad that have received halal certification. The 2015 MarkPlus Insight Women Survey indicated that Wardah, which bills itself as a Muslim-friendly halal cosmetics brand, is the most well-liked cosmetic brand among women, reflecting the growing popularity of halal cosmetics and personal care products in Indonesia. An original Indonesian halal cosmetics company, Wardah, was established in 1995 under PT. Paragon Technology and Innovation (About WIM, 2022). Thus making the company PT. Paragon Technology Innovation wants to create a personal care brand that targets the male segment, with positioning as a halal and modern personal care brand for the needs of today's men (Hendriani, 2020).



Figure 1. Consumer seek for men's skin product

Source: Author's Processed Data (2022)

Figure 1. shows the replies of tweets between the audience on the Twitter platform regarding the audience's expectations of personal care, specifically for men, especially from the Wardah brand. So, PT Paragon Technology and Innovation, as a company that developed the Wardah brand, responded to the community's needs by presenting the Kahf brand. Kahf is one of the brands formed by PT. Paragon Innovation Technology and established in 2020 (About Brands, 2022). Kahf is present as one of the local brands that can answer public concerns and present a variety of personal skin care products specifically for men inspired by nature, halal, and dermatologically tested ingredients. Kahf was present because of public trust in the products produced by PT. Paragon and the presence of consumers looking for halal products specifically for men's grooming. Present during the pandemic in 2020, Kahf departed from the background of the rise of men's care in the global market. By presenting halal values in all its products, Kahf wants to establish a brand image as a halal brand specifically for men that represents modern, curious, broad-minder, and cultured Muslim universalists in a way showed by Rasulullah and Al- Quran in nowadays setting (About Brands, 2022).

In running a business and wanting to build a brand image as a men's personal care brand that uses halal claims as a unique selling point and continuously strives to introduce a better trend following Islamic values, Kahf runs several forms of promotional activities. First, Kahf makes promotional activities to instill a good impression so that consumers can instill the brand image that Kahf wants to build from the start. The impression obtained by consumers spreads to become a new source of information for other potential consumers. Indirectly, consumers who carry out these activities carry out marketing communication activities by recommending a product. With the positioning of the Kahf brand in halal male body care products, the author chose the Kahf brand compared to other

male body care as the research object. By looking at this phenomenon, the authors make Kahf the object of research.

With this rapid technological advancement, marketing communication activities are carried out online or through digital platforms, specifically social media. According to Sanny et al., (2020), in this era, social media has become one of the most popular channels companies use for their marketing activities in terms of communication. “The use of social media in companies is considered one of the most attractive marketing tools. They can carry out two-way communication, provide reviews, post campaigns, and other relevant content, communicate, attract, strengthen relationships, and for customers to create value” (Tatar & Eren-Erdoğan, 2016). One of Kahf's marketing communication strategies to build a brand image is to create an electronic word-of-mouth (eWOM) campaign called #JumatberKahf on social media. Campaign #JumatBerkahf means that when men are advised to attend Friday prayers on Fridays, they are encouraged to clean themselves and prepare themselves best. The #JumatberKahf campaign also managed to stick in consumers' minds, and consumers automatically participated and even disseminated the campaign.

To support the power of the message contained in #JumatberKahf and form a strong brand image, Kahf uses Key Opinion Leaders (KOL) in spreading his campaign. KOL whom Kahf appointed because he had a persona image that matched Kahf's was public figure Dimas Seto. Dimas Setowardana or Dimas Seto is an Indonesian film and soap opera actor and entrepreneur born in 1979 (Sidiq, 2021). He is known as an actor who has migrated and uses social media to spread Islam's teachings (Rich, 2018). Therefore, Kahf assesses Dimas Seto as having the appropriate persona to build a favourable brand image value in customers' perceptions. Therefore, Dimas Seto has been selected by Kahf as an opinion leader for the delivery of the #JumatBerkahf campaign on Instagram. It is very important to find the right opinion leaders for a brand so that the message conveyed or built is perfect in the minds of consumers. Kahf made a marketing strategy by spreading eWOM through the #JumatBerkahf campaign with KOL Dimas Seto to build its brand image. With eWOM in a religious theme, namely #JumatBerkahf, Kahf wanted to convey that in Islam, Friday means a good day to increase worship and kindness. So, the products from the Kahf brand that have a halal claim are suitable for perfecting Friday as a good day. Using the #JumatBerkahf campaign to instil an image in the minds of consumers as halal men personal care in Indonesia. The #JumatBerkahf campaign is an amplified eWOM created by the Kahf brand. Kulmala et al., (2013), amplified eWOM is a message in the form of a campaign launched by marketers to get other people

to talk about the product and the company. For the campaign to work, the marketer needs a strong character to convey the message, and the impact of the amplified eWOM is in the hands of the eWOM creator.

As for the amplified eWOM to work well, the campaign must also be carried out by someone with a strong figure. Therefore, Kahf appointed Dimas Seto as KOL to represent the #JumatBerkahf campaign because he is considered a public figure with a good image and follows Kahf's brand image. With the combination of eWOM #JumatBerkahf and Dimas Seto. Kahf seeks to convince consumers that there is a halal personal care brand for men that employs natural ingredients, so that it is safe to use daily and is available to all men to enhance their day. By collecting data from previous studies, the research designed by the researcher differs from previous studies because there are still rare studies that combine eWOM and source credibility variables to examine brand image. There is a correlation between eWOM messages and the proper use of source credibility. According to Ismagilova et al., (2019), consumers can face a high volume of eWOM communications when searching for information about products and services online. Source credibility is one of the factors that readers can use to navigate this eWOM communication.

From the explanation above, it can be concluded that a company can create or improve its brand image through e-WOM. However, the role of someone credible in spreading the message must also be considered because it can affect the company's brand image. Therefore, the existence of a link between e-WOM and Source credibility and the absence of research that describes the relationship between these two things in forming a brand image becomes a renewal and urgency in this research to complement previous research. So, based on this explanation, this research is entitled "The Effect of #JumatBerkahf Electronic Word of Mouth and Dimas Seto as Source Credibility on Kahf Brand Image."

2. Literature Review

Communication

Communication is one of the most important things in human life, which causes humans to be inseparable from the communication process. According to Damayani et al. (2021), communication is the act of creating, sending, receiving, and digesting messages that take place within an individual or between two or more people for a certain goal. Communication theory continues to develop over time, and one of the theories that develop because of the assumptions of communication theory is

the S-O-R theory. Three elements make up the "S-O-R framework," according to Kamboj et al., (2017) are stimulus, organism, and reaction. The first element, called "stimulus," describes the force that awakens a person. The second element, referred to as the "organism," describes the affective and cognitive state of the consumers and includes all processes that occur between stimuli and customer reactions. The last element is 'response,' which refers to the attitude change shown by the individual after processing all the information.

Marketing Communication

Two components build Marketing Communication, namely Marketing and Communication. Firmansyah (2020) stated that the relationship between marketing and communication is close. Communication is how thoughts and insights are transmitted between individuals or between businesses and individuals. Communicating in marketing activities is complex, more complex than talking to friends or family. A corporation utilizes marketing communications to inform, convince, and remind consumers about the items and brands it sells directly and indirectly.

Promotion Mix

According to Fikri & Lisdayanti (2020), promotional activities refer to consumers' motivation to buy a product. In addition, this promotional activity is the communication process of informing, persuading, and/or reminding someone about an item, service, image, idea, community involvement, or organizational impact on society.

Electronic-Word-of-Mouth

According to Atika et al., (2012), eWOM is a type of online and public knowledge sharing. eWOM is any positive or negative transmission of brand information via the use of online technology. As an internet based WOM, eWOM has become an important source of information for customers before making purchases. Electronic word of mouth is divided into two types namely, organic eWOM and amplified eWOM. According to Kulmala et al., (2013), organic eWOM is formed when a person wishes to communicate positive or negative opinions on a product or business. While amplified, eWOM has a marketer influencing behind it. Usually, the marketer launches a campaign or, in another way, encourages other influential people to talk about the product or a company.

Source Credibility

“People will assess the credibility of information sources. If a source of information is deemed reliable, people will follow it. The term "reliable sources" refers to communication channels that

deliver correct information. Source credibility relates to the amount to which receivers depend on the opinions of certain sources” (Visentin et al., 2019).

Brand Image

Aaker (2015) stated that brand image is a significant factor in the overall service provider. The mental image that appears when the company name is spoken is described here. According to business, media consumption, and other factors, the psychological component constantly changes. Public perception of a company is not based on its status or position but on the public's perception of the company. As an additional factor affecting customer loyalty, brand image can influence it.

3. Methodology

One of the most important steps in compiling research is determining the method. “The quantitative research is one of the approaches used to acquire information carefully and methodically or solve issues. The gathered information is a collection or series of numbers” (Naseduhin et al., 2012). According to Sugiyono (2015), the purpose of explanatory research is to explain the situation of the researched variables and their connection to one another. In this study, the causality model was used, which is research that searches for cause-and-effect relationships between developing variables. In this study, the researcher used a descriptive quantitative method in addition with explanatory research. Because this research has a purpose to examine how much influence the X1 variable, namely eWOM and X2 variable source credibility on the Y variable, namely brand image Kahf using the sample population's numerical or statistical findings.

3.1 Population and Sample

The population in this study are Indonesians who recognize the Kahf brand, because the brand image will only develop in the minds of those who are already familiar with the Kahf brand. The population is not known for certain or in other words in this study, the number of people who know Kahf in Indonesia is unknown, so based on the Bernoulli formula, a number of 96.04 is obtained for the minimum sample size, which is then rounded up to 100 respondents to reduce questionnaire filling errors.

3.2 Data Analysis Technique

a. Descriptive Analysis

Descriptive analysis is a research data analysis technique describing a data characteristic. According to Hardani, et al., (2020), descriptive research is aimed at providing symptoms, facts,

or occurrences regarding the characteristics of a certain group or place in a systematic and precise manner.

b. Successive Interval Method (MSI)

Multiple linear regression testing analysis will be better if the measurement scale used is an interval scale. According to Ningsih & Dukalang (2019), interval or ratio scale data are required for multiple linear regression analysis. If ordinal scale data is still utilized in multiple linear regression analysis, the regression model will be incorrectly interpreted. Thus, the researcher converts ordinal data into interval data using the Method of Successive Interval (MSI).

c. Classic Assumption

The selection of statistical methods for data analysis depends on two things, namely on the fulfilment or non-fulfilment of statistical assumptions, and also the nature or purpose of the analysis. Data analysis is interrelated with whether statistical assumptions are met or not, it is also related to the purpose of the analysis. If the statistical assumptions are met, parametric statistics can be used. If the assumptions are not met, non-parametric statistics are used. Based on the nature and purpose, data analysis can use descriptive statistics, correlational statistics, as well as comparative statistics (Silalahi, 2018). In this study, three classical assumption tests were carried out, namely the normality test, multicollinearity test, and heteroscedasticity test.

d. Correlation Coefficient

The objective of correlation coefficient analysis is to establish the close association between the independent and dependent variables of a research. According to Silalahi (2018), the correlation coefficient is an examination of causal relationships that aims to identify or evaluate the strength of the link between variables. In this study the correlation coefficient is used to analyze the strength of variable X1 (eWOM) on variable Y (Kahf brand image), analyze the strength of variable X2 (source credibility) on variable Y (Kahf brand image), and analyze the strength of variable X1 (eWOM)) together with variable X2 (source credibility) to variable Y (Kahf brand image).

e. Determination Coefficient

This test measures a regression model's capacity to explain the dependent variable. According to Ferdinand (2014), the value of the coefficient of determination or adjusted R² is close to one, indicating that the independent variable (X) has a substantial effect on the dependent variable (Y). In this study the results of the calculation of the Coefficient of Determination will show how much

influence the variable X1 (eWOM) has on the variable Y (Kahf brand image), how much influence does the variable X2 (source credibility) have on the variable Y (Kahf brand image), and how much influence does the variable X1 (eWOM) together with variable X2 (source credibility) to variable Y (Kahf brand image).

f. Multiple Linear Regression

Multiple linear regression analysis, according to Silalahi (2018), is a linear relationship between two or more independent variables and one dependent variable. This analysis uses several independent variables with known values to predict the value of a single dependent variable chosen by the researcher. The purpose of multiple regression analysis is to quantify the size of a relationship. The formula used to calculate multiple linear regression is:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

Description:

Y' = Predicted dependent variable

a = Constant

b₁, b₂ = Regression coefficient

X₁ = Known independent variable

X₂ = Known independent variable

e = Standard Error

In this research, the results of multiple linear regression analysis are used to explain the predictions or influence that exists between the X₁ variable (eWOM) together with X₂ (source credibility) on the Y variable (Kahf brand image).

g. Hypothesis test

1. T-Test

According to Ghozali (2018), the t-test may be used to determine the influence of each independent variable on the dependent variable. If t_{count} is more than t_{table} or the significance level of the t-test is less than 0.05, it may be assumed that the independent factors have a substantial impact on the dependent variable. The t-test, also known as the significant individual test, demonstrates the extent to which the independent variable has a partial effect on the dependent variable.

T-test significance testing can be conducted using a hypothesis approach as follows:

H0: eWOM has no partially significant effect on Kahf brand image.

H1: eWOM has a partially significant effect on Kahf brand image.

H0: Source credibility does not have a partially significant effect on Kahf brand image.

H2: Source Credibility has a partially significant effect on Kahf brand image.

2. F-Test

“The F test is conducted to determine the degree to which the current regression model may be considered feasible. Eligible indicates that the current regression model may be utilized to describe the relationship between the independent and dependent variables. If the value of Fcount (Sig.) is less than 0.05 using the ANOVA table, the regression model is considered viable” (Ferdinand, 2014).

F-test significance testing may be conducted using a hypothesis approach as follows:

H0: eWOM and source credibility has no significant simultaneous effect on Kahf brand image.

H3: eWOM and source credibility has significant simultaneous effect on Kahf brand image.

4. Result and Analysis

4.1 Analysis Descriptive Result

Analysis Descriptive of Variable (X1) eWOM

**Table 1. Recapitulation of Respondents' Responses
Regarding Electronic Word of Mouth Variables**

No Item	Dimension	Total Score	Percentage (%)	Category
1	Quantity	1393	92.8%	Very Good
2	Credibility	1426	95%	Very Good
3	Quality	1375	91.6%	Very Good
Total Score			4194	Very Good
Percentage Score			93.2%	

Source: Author's Processed Data (2022)

Based on the data in table 1, the total score for all questions on each dimension of the eWOM variable is 4,194. Using the following calculations, the total number will be determined via a continuum line:

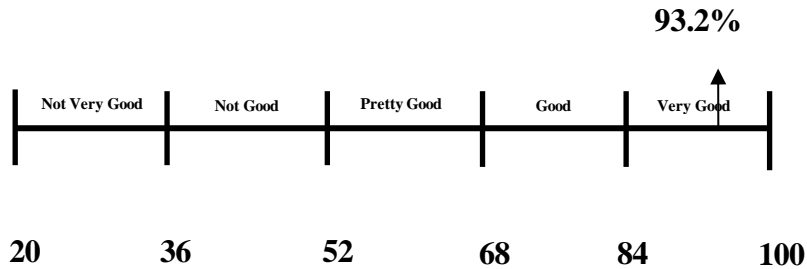


Figure 2. Continuum Line Electronic Word of Mouth Variable

Source: Author's Processed Data (2022)

Based on figure 2, the overall percentage of each dimension is 93.2%. Based on the responses to online questionnaires distributed to respondents, the Kahf's Electronic Word of Mouth falls within the Very Good category on the Electronic Word of Mouth continuum. Based on the result above, the respondent believes that #JumatBerkahf is an excellent electronic word of mouth.

The findings of the respondents' responses indicate that the quality dimensions have the least effect, at 91.6%, while the Credibility component of the eWOM variable has the most influence, at 95%. According to these findings, the #JumatBerkahf Campaign as an EWOM from Kahf is already quite popular, amping up the respondents of this research. However, Kahf still needs to expand the media to spread the #JumatBerkahf campaign, so they will have more power to increase consumer thoughts on Kahf's Brand Image.

Analysis Descriptive of Variable (X2) Source Credibility

Table 2. Recapitulation of Respondents' Responses Regarding Source Credibility Variables

No Item	Dimension	Total Score	Percentage (%)	Category

1	Expertise	1328	92%	Very Good
2	Trustworthiness	1352	94%	Very Good
3	Homophily	890	90%	Very Good
Total Score			3570	Very Good
Percentage Score			89.2%	

Source: Author's Processed Data (2022)

Based on the data in table 2 the total score for all questions on each dimension of the variable electronic word of Mouth is 3549. Using the following calculations, the total number will be determined via a continuum line:

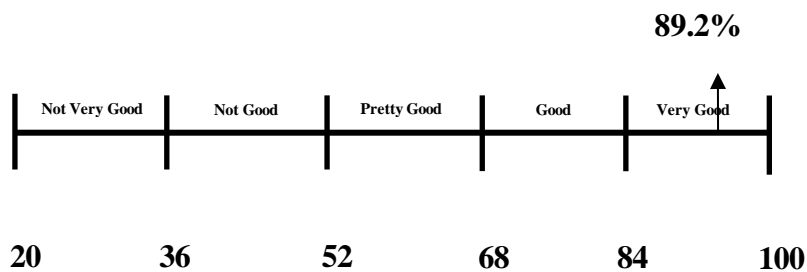


Figure 3. Continuum Line Source Credibility Variable

Source: Author's Processed Data (2022)

Based on figure 3., the total percentage of each dimension is 89.2%. Based on the responses to online questionnaires distributed to respondents, the Kahf Source Credibility falls within the Very Good category on the Source Credibility continuum. The result indicates that the respondents considered Dimas Seto as the Source Credibility used by Kahf in spreading the #JumatBerkahf campaign was very good.

The findings of the respondents' responses indicate that the homophily dimensions have the least effect, at 90%, while the trustworthiness component of the source credibility variable has the most influence, at 94%. According to this result, it can be concluded that the way to build the Kahf brand image is by using KOL, Dimas Seto, to spread the #JumatBerkahf campaign. However, as a KOL, Dimas Seto needs to increase his ability to attract consumers' attention so that consumers will have

a stronger Kahf brand image.

Analysis Descriptive of Variable (Y) Brand Image

Table 3. Recapitulation of Respondents' Responses Regarding Brand Image Variables

No Item	Dimension	Total Score	Percentage (%)	Category
1	Strength of Brand Association	1400	94.6%	Very Good
2	Favourability of Brand Association	1376	91.7%	Very Good
3	Uniqueness of Brand Association	1373	91.5%	Very Good
Total Score			4149	Very Good
Percentage Score			92.2%	

Source: Author's Processed Data (2022)

Based on the data in table 3, the overall score for all questions on each dimension of the variable electronic word of Mouth is 3,549. Using the following formulas, the total number will be determined using a continuum line:

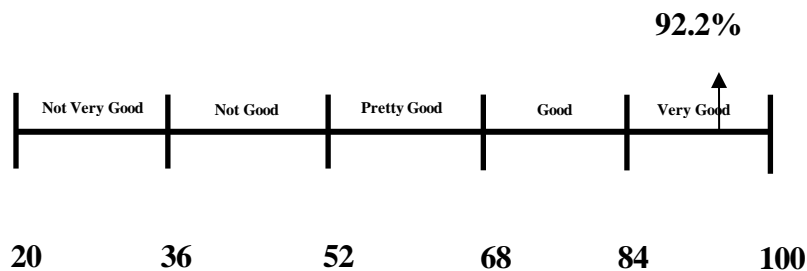


Figure 4. Continuum Line Brand Image Variable

Source: Author's Processed Data (2022)

Based on figure 4, the cumulative proportion of each dimension is 92.2%. Based on the responses to online questionnaires issued to survey respondents, the Kahf Brand Image falls inside the very good category on the Brand Image continuum. This result indicates that respondents considered Kahf's brand image as very good.

The findings of the respondents' responses indicate that the Favorability of brand association

dimension have the least effect, at 91.7%, while the strong brand association dimension component of the brand image variable has the most influence, at 94.6%. According to this result, Kahf can preserve the brand's image in the consumer's mind. However, Kahf must develop innovations with a more appealing unique selling point so that consumers continue to instil a good brand image for Kahf.

4.2 Method of Successive Interval (MSI)

In this research, before carrying out the classical assumption test and simple linear regression analysis, the researcher changed the ordinal data obtained by distributing online questionnaires in the Google Form to 100 respondents into intervals using the Method of Successive Interval (MSI) in Microsoft Excel (Ms. Excel).

4.3 Classic Assumption Test Normality Test

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardi zed Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	216.125.105
	Most Extreme Differences	
	Absolute	.092
	Positive	.048
	Negative	-.092
Test Statistic		.092
Asymp. Sig. (2-tailed)		.037c

Based on Table 4, the Asymp. Sig > 0.05 with a value of 0.037 which is greater than 0.05. The statistics indicate that the variable distributions are normal.

Based on the findings of the normality test, the Asymp value was calculated for this study. The two-tailed Sig value from the Kolmogorov-Smirnov normalcy test is 0.037. This indicates that if the value is larger than 0.05, the variables utilized in this investigation are regularly distributed. This indicates that the data used by the researcher meet the criteria for being considered normal and

representative of the population under study. Therefore, this study's data may be analyze using multiple linear regression.

Multicollinearity Test

Table 5. Multicollinearity Test Result

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
EWOM	.734	1.362
Source Credibility	.734	1.362

Source: Author’s Processed Data (2022)

Based on table 4.5, with the results of the multicollinearity test, it can be concluded that the tolerance is 0.734, which means > 0.1 , and VIF is 1.362 which means < 10 in both variables X1 (eWOM) and X2 (Source Credibility). Therefore, it may be argued that the regression model does not contain multicollinear variables. In the regression model, there is no multicollinearity between the dependent variables. According to this view, this study's data may be examined using multiple linear regression.

Heteroscedasticity Test

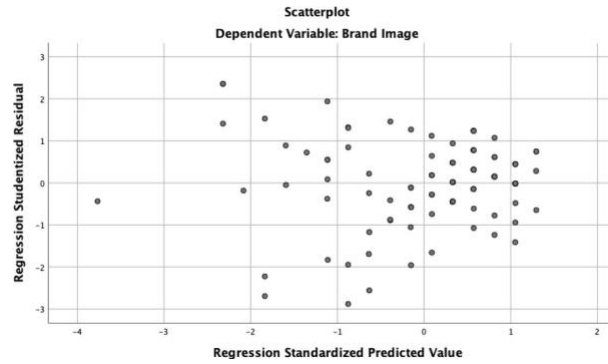


Figure 5. Heteroscedasticity Test Result

Source: Author’s Processed Data (2022)

Based on Figure 5, the results of the scatterplot test indicate that the dots are distributed randomly, and the pattern is unclear. Because it does not establish a distinct pattern, it may be assumed that there is no heteroscedasticity in the regression model; hence, it can be stated that the model is feasible to use. According to this interpretation, this study's data may be examined using multiple linear regression.

4.4 Coefficient Correlation Test

Table 6. Coefficient Correlation Test Result

Correlations

		EW OM	Source Credibility	Brand Image
EWOM	Pearson Correlation	1	.516**	.476**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Source Credibility	Pearson Correlation	.516 **	1	.509**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Brand Image	Pearson Correlation	.476 **	.509**	1
	Sig. (2-tailed)	.000	.000	

N	100	100	100
---	-----	-----	-----

Source: Author’s Processed Data (2022)

Based on Table 6, shows the outcome of the Pearson correlation test between variable X1 (eWOM) and variable Y (Brand Image) has a significant value of 0.476. Meanwhile, the result of the correlation test between variable X2 (Source Credibility) and Variable Y (Brand Image) has a significant value of 0.509. It can be concluded that the correlation test in this study correlates. With a significant value of 0.476 and 0.509, the Pearson Correlation value of this study has a rather weak correlation level.

Table 7. Table Coefficient Correlation Test Result

Model Summary^b

Model	R	Sig. F Change
1	.566a	.000

Source: Author’s Processed Data (2022)

Based on table 7, it can be seen the correlation test between X1 Variable (eWOM) together with X2 Variable (Source Credibility) to Y Variable (Brand Image) has a significance value of 0.566 The correlation test between X1 Variable and X2 Variable to Y Variable is significant with a value of 0.566, meaning that the Pearson Correlation value of this study has a rather weak correlation level.

The results of the previous study entitled “Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India” by Kala and Chaubey (2018) show a significant impact of eWOM on brand image. The research states that consumers will look for clear, logical, and persuasive online information and reviews, providing appropriate arguments based on particular facts about the goods, which can have a significant favorable effect on brand image in buyers' minds. In addition, the result of the previous study entitled "Determining the Impact Of eWOM On Brand Image and Purchase Intention Through Adoption of Online Opinions" by Charo et al. (2015) shows that source credibility has a positive and significant influence on brand image. According to Cheung & Thadani (2012), in eWOM, consumers usually share and exchange product/brand information broadly and quickly on various online platforms. So, source credibility is a key factor related to communicators in eWOM because information can be trusted when the information source is considered believable, competent, and trustworthy by information receivers. Supported by the results of research conducted by Kala and Chaubey (2018), the formation of eWOM with the help of positive recommendations from other people who can be trusted will

significantly increase the brand image's influence in the minds of consumers. So, it can be said that the results of previous studies have similarities with this study and are in line with this study.

4.5 Determination Coefficient Test

Table 8. Coefficient Determination Partial Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.461a	.212	.204	2.343

Source: Author's Processed Data (2022)

Based on Table 8 shows that the R square value is 0.212. This table is used to illustrate the partial scale of the impact of eWOM on brand image. The following formula is used to determine R square using the coefficient of determination (KD).

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0,212^2 \times 100\% \\
 &= 21\%
 \end{aligned}$$

This calculation shows a coefficient of determination (KD) of 21%. This shows that the effect of the independent variable, eWOM, has partially effect on the dependent variable, brand image, is 21%. The remaining 79% is affected by factors that were not investigated in this study.

Table 9. Coefficient Determination Partial Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504a	.254	.246	2.280

Source: Author's Processed Data (2022)

Based on Table 9 shows that the R square value is 0.254. This table is used to illustrate the partial

scale of the impact of source credibility on brand image. The following formula is used to determine R square using the coefficient of determination (KD).

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0,254^2 \times 100\% \\
 &= 25\%
 \end{aligned}$$

This calculation shows a coefficient of determination (KD) of 25%. This shows that the effect of the independent variable, eWOM, has partially effect on the dependent variable, brand image, is 25%. The remaining 75% is affected by factors that were not investigated in this study.

Table 10. Coefficient Determination Simultaneous Test Result

Model Summary^b

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 ^a	.321	.307	2.183

Source: Author’s Processed Data (2022)

Based on Table 10 shows that the R square value is 0.321. This table is used to illustrate the simultaneously scale of the impact of eWOM and source credibility on brand image. The following formula is used to determine R square using the coefficient of determination (KD).

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0,321^2 \times 100\% \\
 &= 32\%
 \end{aligned}$$

This calculation shows a coefficient of determination (KD) of 32%. This shows that the effect of the independent variable X1 (eWOM) and X2 (Source Credibility) has simultaneously effect on the dependent variable (brand image) is 32%. The remaining 68% is affected by factors that were not investigated in this study.

A previous study entitled “Effect Of Electronic Word Of Mouth On Brand Image And Interest In Buying In Wardah Cosmetic Products” by Adriyati & Indriani (2017) showed that the influence of eWOM on the brand image was 43.2% and other factors influenced the remaining 56.8%. It can

be concluded that in previous studies, the influence of eWOM on brand image is greater by 43.2%. Besides that, the result of the previous study entitled “The influence of a brand ambassador Dian Sastrowardoyo Towards Makeup Products Brand Image of L'oreal Paris” by Masyita & Yuliati (2017) showed that the influence of Dian Sastro as a source of credibility on the brand image was 56.1 % and other factors influence the remaining 43.9%. It can be concluded that in previous studies, the influence of source credibility on brand image is greater by 56.1%. In addition, it is supported by a statement from Atika et., al research (2012) shows that message source credibility can increase customer trust in receiving messages conveyed through eWOM, with a source that has high credibility and the use of eWOM, it is proven to be able to form a positive brand image in the minds of consumers. So, it can be said that the results of previous studies have similarities with this study and are in line with this study.

4.6 Multiple Linear Regression Test

Table 11. Multiple Linear Regression Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	13.70	4.405	
EWOM	.357	.120	.291
Source Credibility	.359	.098	.359

Source: Author’s Processed Data (2022)

Based on the data processing results in table 11, the following multiple regression equation models can be derived:

$$Y = 13.700 + 0.357X_1 + 0.359X_2$$

Based on these equations can be described as follows:

- a. Constant (α) = 13,730 means that variable X1 (eWOM) and Variable X2 (Source Credibility) are

0, then variable Y (Brand Image) has a value of 13,700

- b. The positive value of the regression coefficient for variable X1 (eWOM) indicates a positive effect on brand image. In other words, the Kahf Brand Image (Y) will grow by 0.357% for each one-unit increase in the eWOM variable (X1).
- c. The positive value of the regression coefficient for variable X2 (source credibility) . In other words, the Kahf Brand Image (Y) will grow by 0.359 for each one-unit increase in the source credibility variable (X2).

In the previous study entitled “The Effect Of Electronic Word Of Mouth (eWOM) Twitter @Batikair On Brand Image” by Kartika and Piranti (2015), eWOM had a significant result on brand image in the research. This shows the influence of electronic word of mouth on the @batikair brand image on Twitter. Furthermore, it is supported by the results of a study entitled "The Influence Of Source Credibility, Review Quality And Review Quantity On Brand Image And Purchase Intention (Study Of Wardah Products For Beauty Department Students At SMK Negeri 6 Yogyakarta)" by Pujiastuti et al., (2019), source credibility has significant results on brand image in the research. This shows the influence of source credibility on the Wardah brand image of female beauty majors at SMK Negeri 6 Yogyakarta. Source credibility is considered a basic factor for consumers to shape perceptions of the credibility of eWOM sources and evaluate eWOM messages. So that with positive eWOM and appropriate message source credibility, a positive brand image is formed in the minds of consumers (Achmad et., al 2021). Through the results of the previous research analysis, it can be concluded that the results of previous studies have similarities with this study and are in line with this study.

4.7 Hypothesis Test T-Test Result

Table 12 T Test Result

Coefficients^a

Model	t	Sig.
1 (Constant)	3.110	.002
EWOM Source Credibility	2.975	.004
	3.675	.000

Source: Author’s Processed Data (2022)

Based on table 12, it can be concluded that:

1. Variable X1 (eWOM) has a tcount (2.975) > ttable (1.985) and a significance level of $0.004 < 0.05$, then H0 is rejected and H1 is accepted. This indicates that there is a significant effect of the E-WOM variable (X1) on Kahf's brand image (Y)
2. Variable Source Credibility (X2) has a tcount (3.675) > ttable (1.985) and a significance level of $0.000 < 0.05$, then H0 is rejected and H2 is accepted. This indicates that there is a significant effect of the Source Credibility (X2) on Kahf's brand image (Y).

The results of the t-test conducted by Cynthiadewi and Hatammimi (2014), titled "The Influence of Electronic Word of Mouth Toward Brand Image and Purchase Intention of 13th Shoes," indicate that eWOM does have a tcount that is greater than the ttable. In addition, the results of a t-test conducted by Visentin et al. (2019) titled "Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on Consumers' Behavioral Intentions toward Advertised Brands" indicate that tcount is greater than ttable, indicating that the source credibility would influence individuals' trust in the brand being advertised alongside the news. The previous study's t-test findings demonstrate a significant effect of eWOM on brand image, as well as a significant influence of source credibility on brand image.

F-Test result

Table 13 F Test Result ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	218.480	2	109.240	22.914	.000b
Residual	462.430	97	4.767		
Total	680.910	99			

Source: Author's Processed Data (2022)

Based on table 13, Fcount (22,914) > Ftable (3.09) and the significance level is $0.000 < 0.05$. The data shows that H0 is rejected, and Ha is accepted, in other hands, the independent variables consisting of eWOM (X1) and Source Credibility (X2) simultaneously have a significant influence on Kahf Brand Image (Y).

The previous study titled "The Influence of Source Credibility, Review Quality and Review

Quantity on Brand Image and Purchase Intention (Study of Wardah Products on Beauty Department Students at SMK Negeri 6 Yogyakarta)" by Pujiastuti et al. (2019) found that eWOM that spreads in online media with the assistance of a credible beauty vlogger in the cosmetics industry can establish a positive brand image in the minds of Wardah consumers.

5. Conclusion

Based on the findings and result of data processing in the study entitled "The Effect of #JumatBerkahf EWOM and Dimas Seto as Source Credibility on Kahf Brand Image" the resulting conclusions can be drawn referring to the research objectives. Through the results of the correlation coefficient test, The Pearson Correlation value of 0.476 for the relationship between eWOM variables and Brand Image is included in the "rather weak" category. Based on the correlation determination test results, the #JumatBerkahf Campaign has an effect as an eWOM on the Kahf Brand Image by 21%. In comparison, 79% is influenced by other variables not discussed in this study. Through the multiple linear regression results, If the variable X1 eWOM increases by one unit, the brand image will increase by 0.357. In addition, the T-Test Variable X1 (eWOM) has a tcount (2.975) > ttable (1.985) and a significance value of 0.004 < 0.05, then H0 is rejected, and H1 is accepted. This means that partially there is a significant influence of the E-WOM variable (X1) on Kahf's Brand Image (Y). Through the results of the correlation coefficient test, the Pearson Correlation value of 0.509 for the relationship between Source Credibility variables on the Brand image is included in the degree of relationship in the "rather weak" category. Based on the calculation of the coefficient of determination, it can be interpreted that Dimas Seto as KOL affects the Brand Image of Kahf by 25%. In comparison, 75% is influenced by other variables not discussed in this study through the result of the multiple linear regression. If the variable X2 (Source Credibility) increases by one unit, the brand image will increase by 0.359. In addition, from the T-test Variable X2 (Source Credibility) has a tcount (3.675) > ttable (1.985) and a significance level of 0.000 < 0.05, then H0 is rejected, and H2 is accepted. This means that partially there is a significant influence of the variable Source Credibility (X2) on Kahf Brand Image (Y). Through the Pearson Correlation coefficient test results, the value for eWOM and Source Credibility for the Brand image has a value of 0.566, which is included in the degree of relationship in the rather weak category. Based on the calculation of the coefficient of determination effect of the #JumatBerkahf Campaign as an eWOM and Dimas Seto as KOL on the Brand Image of Kahf, 32%, while 68% are influenced by other variables not discussed in this study. Based on the results of the F-Test hypothesis in table

4.21, it can be seen that $F_{count} (22.914) > F_{table} (3.09)$ and a significance level of $0.000 < 0.05$. This shows that H_0 is rejected and H_3 is accepted. On the other hand, the independent variables consisting of E-WOM (X1) and Source Credibility (X2) simultaneously have a significant influence on Kahf Brand Image (Y).

References

- Aaker, D. (2015). *Aaker on Branding*. Jakarta: Gramedia.
- Achmad, N., SZ, M. N., Kussudyarsana, & Sholahudin, M. (2021). The Influence of Brand Ambassador & Eletronic Word of Mouth (e-WOM) on Consumer Buying Interest in Lazada Marketplace With Brand Image as a Mediator. *The 14th University Research Colloquium 2021 Sekolah Tinggi Ilmu Ekonomi Muhammadiyah Cilacap*, 7 - 15 .
- Adriyati, R., & Indriani, F. (2017). Effect of Electronic Word of Mouth on Brand Image and Interest in Buying in Wardah Cosmetic Product. *Diponegoro Journal of Management*, Vol 4 , 1-14.
- Aisyah, M. (2017). Consumers Demand On Halal Cosmetics And Personal Care Products In Indonesian. *Journal of Islamic Economics*, 127.
- Atika, Kusumawati, A., & Iqbal, M. (2012). The Effect Of Electronic Word Of Mouth, Message Source Credibility, Information Quality On Brand Image And Purchase Intention. *Ekuitas: Jurnal Ekonomi dan Keuangan*, 94 - 127.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining The Impact Of Ewom On Brand Image and Purchase Intention Through Adoption Of Online Opinions. *International Journal of Humanities and Management Sciences*, 41-46.
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems* 54 , 461 - 470.
- Cynthiadewi, P. R., & Hatammimi, J. (2014). The Influence of Electronic Word of Mouth Toward Brand Image and Purchase Intention of 13th Shoes. *International Conference on Economics, Education and Humanities (ICEEH'14)*, 66 - 70.
- Damayani, D., & Fitria, U. S. (2021). Jenis Jenis Komunikasi. *Cybernetics: Journal Educational Research and Social Studies* Volume 2, Nomor 3, 29 - 37 .
- Ekarina. (2022, October 27). *Katadata.co.id*. Retrieved from *Katadata.co.id*: <https://katadata.co.id/ekarina/brand/5f97832e74050/survei-kic-87-konsumen-lebih-suka-belanja-merek-dalam-negeri>
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen (5th ed.)*. Semarang : Badan Penerbit Universitas Diponegoro .
- Firmansyah, M Anang. (2020). *Komunikasi Pemasaran*. Pasuruan, Jawa Timur: Cv. Penerbit Qiara Media.
- Fikri, M., & Lisdayanti, A. (2020). Analysing Promotion Mix and Percieved Usefulness of e-Wallets: A case of Linkaja applications in Indonesia. *Finance & Banking Studies* , Vol 9 No 1, 2020 ISSN: 2147-4486, 78.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate SPSS 25 (9th ed.)*. Semarang : Universitar Diponegoro .
- Hardani, A., Andriani, N., Fardani, H., Ustiawaty, R., Utami, E., & Istiqomah, R. (2020). *Metode Penelitian Kuantitatif & Kualitatif* . Yogyakarta: Pustaka Ilmu.
- Hendriani, L. (2020). *Wardah Garap Personal Care Pria Kahf* . Retrieved from *MIX*: <https://mix.co.id/marcomm/news-trend/wardah-garap-personal-care-pria-kahf/>. (Access: October, 15th 2022)

- Ismagiova, E., Slade, E., Rana, N., & Dwivedi, Y. (2019). The effect of characteristics of source credibility on consumer behaviour: a meta-analysis. *Journal of Retailing and Consumer Services* 53.
- Kala, D., & Chaubey, D. (2018). Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India. *Pacific Business Review International* Volume 10 Issue 9, March, 135 - 144.
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2017). In the S-O-R model, “organism” refers to humans’ affective and cognitive intermediary states that mediate the influence of the stimulus on individuals’ responses . *International Journal of Information Management* , 169 - 185.
- Kartika, C., & Piranti, D. (2015). Pengaruh Electronic Word Of Mouth (Ewom) Twitter @Batikair Terhadap Brand Image. *Jurnal Visi Komunikasi /Volume 14, No.1, 104-116.*
- Kulmala, M., Mesiranta, N., & Tuominen, P. (2013). Organic and amplified eWOM in consumer fashion blogs. *Journal*
- Masyita, D. A., & Yuliati, A. L. (2017). The influence of a brand ambassador Dian Sastrowardoyo Towards Makeup Products Brand Image of L'oreal Paris. *JRAMB, Prodi Akutansi, Fakultas Ekonomi, UMB Yogyakarta, Vol 3 No.1.*
- Nasehudin, T. S., & Gozali, N. (2012). *Metode Penelitian Kuantitatif* . Bandung : Pustaka Setia.
- Ningsih, S., & Dukalang, H. (2019). Penerapan Metode Suksesif Interval pada Analisis Regresi Linier Berganda. *Jambura Journal of Mathematics* Vol 1 no.1 , 43 - 53.
- Pujiastuti, E. E., Sadeli, & N, L. Y. (2019). Pengaruh Source Credibility, Review Quality Dan Review Quantity Terhadap Brand Image Dan Purchase Intention (Studi Tentang Produk Wardah Pada Siswi Jurusan Kecanzxtikan Di Smk Negeri 6 Yogyakarta). *Jurnal Ilmiah Administrasi Bisnis dan Inovasi*, 172-190.
- Putranto, T. D., Suyanto , B., Ariadi, S., & Santpr, R. R. (2021). The discourse of men's facial care products in Instagram from the Foucauldian perspective. *communication science journal*.
- Rasid, A. (2016, February 13). Global Halal Market Growing Bigger. Retrieved from *New Straits Times* : <https://www.nst.com.my/news/2016/02/127261/global-halal-market-growing-bigger>. (Access: October, 16th 2022)
- Rich. (2018, Januari Monday). Sedang Mendalami Ilmu Agama, Dimas Seto Menganggap Bukan Mengikuti Tren. Retrieved from *grid.id*: <https://www.grid.id/read/04180726/sedang-mendalami-ilmu- agama-dimas-seto-menganggap-bukan-mengikuti-tren>. (Access: October, 17th 2022)
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male’s skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*.
- Sidiq, S. (2021, September 6). Biodata dan Profil Dimas Seto Pemain Film Cinta Subuh: Lengkap Agama Usia hingga Akun IG. Retrieved from *Mantra Sukabumi*: <https://mantrasukabumi.pikiran-rakyat.com/entertainment/pr-202540558/biodata-dan-profil-dimas-seto-pemain-film-cinta-subuh-lengkap- agama-usia-hingga-akun-ig>. (Access: October, 18th 2022)
- Silalahi, U. (2018). *Metodologi Analisis Data dan Interpretasi Hasil untuk Penelitian Sosial Kuantitatif*. Bandung: PT Refika Aditama.
- Sugiyono. (2015). *Statistika Untuk Peneltian* . Bandung: Alfabeta.
- Tatar, Ş. B., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology and Tourism* 16(3), 249 - 263.
- Visentin, Marco, Pizzi, G., & Pichierri, M. (2019). Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on consumers' Behavioral Intentions toward the Advertised Brands. *Journal of Interactive Marketing*, 99-112.

Wardah Beauty. (n.d.). Tentang WIM . Retrieved from Wardah Inspiring Movement: <https://inspiringmovement.wardahbeauty.com/about>. (Access: December, 2nd 2022)