

THE INFLUENCE OF PRICE DIMENSIONS AND PRODUCT QUALITY ON PURCHASE DECISIONS MEDIATED BY E-WORD OF MOUTH IN THE TIKTOK APPLICATION

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ABSTRACT

Internet use in Indonesia is dominated by the use of social media, this is what makes e-marketing grow where marketing practices through social media are used as a product marketing tool to promote company brands. One of them is Tiktok, which is used to make online/live sales, which is currently chosen by industry players. e-word of mouth (E-WOM) has become a growing phenomenon along with the increasing use of social networking sites. This study aims to test and obtain empirical evidence of the effect of price, product quality on e-word of mouth, e-word of mouth on purchasing decisions and the effect of price on purchasing decisions mediated by e-word to mouth and the effect of product quality on purchasing decisions mediated by e-word of mouth in the TikTok application. The population in this study are all users who have shopped through the Tiktok application, the number of which is unknown or infinite, the number of samples is determined by the Roscoe method so that a sample of 100 people is taken, and the samples are taken using a random sampling technique. The analysis tool used is path analysis using Partial Least Square (PLS). The results of this study indicate that price has a positive effect on e-word of mouth, product quality has a positive effect on e-word of mouth, e-word to mouth has a positive effect on purchasing decisions, price has a positive effect on purchasing decisions mediated by e-word to mputh and product quality also have a positive effect on purchasing decisions mediated by e-word of mouth.

Keywords: Price, product quality, e-word of mouth, repurchase decesion

1. Introcution

Technology is always developing from time to time, digitalization is one proof of technological development. Digitalization is developing very rapidly making it easier to obtain and disseminate information. so that many activities are used using digital means. The available space such as the required facilities and efficiency makes the use of digital technology more comfortable. The internet is part of the digitalization evolution that is currently

widely used by millennials. Many entrepreneurs use the Internet not only for gaming or entertainment, but also as a marketing strategy. Online media is no stranger to being used as a tool to market a product or service, often referred to as e-commerce or e-commerce. Wang (2010: 33) states that electronic commerce, which includes buying, selling and marketing of goods and services through electronic systems such as radio, television and computer networks or the internet. E-commerce has a marketing meaning called e-marketing, namely the activities of a company to communicate something, advertise and sell goods and services via the internet (Kotler and Armstrong, 2013: 116). Electronic marketing in Indonesia is now gradually receiving positive feedback. This is because the market produced in Indonesia is very wide and varied, besides that this type of marketing or sales system can reach all of Indonesia at the same time without having to set up branches in each region and can be done 24/7. Based on published information on the website. <https://aptika.kominfo.go.id/> In 2021, the number of internet users in Indonesia will increase in 2022 compared to the previous year, namely by 11% from 175.4 million to 202.6 million users. An increase of 63 million users. Of these, 95% use the internet for social networking, e-marketing is increasingly developing which uses social media marketing practices as a product marketing tool to promote company brands and brands. Marketing with advertising strategies via the internet, especially with the help of social media (social networks) can increase sales significantly and does not require expensive marketing costs. So social media as a marketing tool and exchange of information by word of mouth is very crucial in making purchasing decisions. One of the social media used for sales media is Tiktok, tiktok is an application from China which was launched in 2016, tiktok is a social media application that provides special, unique and interesting effects that users of this application can easily use to make short videos that are cool and can attract the attention of many people who watch them. This application is an application for making short videos supported by music, which is very popular with many people, including adults and children under the age. Apart from that, you can also view short videos with various expressions for each maker. The use of Tiktok has two factors, namely Internal Factors and External Factors. Internal factors such as feelings, attitudes and individual characteristics, prejudices, desires or expectations, attention (focus), learning process, physical condition, values and needs as well as interests, and motivation. External factors such as family background, information obtained, knowledge and needs around, intensity, size, opposites, things that are new and familiar or unfamiliar to an object. Of the two factors that influence its use, Tiktok provides the Tiktok Shop feature. Tikok Shop is a social e-commerce platform that aims to facilitate merchants offering products to TikTok users. Users of this application can later get the convenience of purchasing products with several conditions. In particular, the TikTok Shop can make it easy for merchants to gain access to a seller's center and take advantage of the TikTok Shop's services/features. In addition, merchants can also upload and manage information along with product lists to be displayed to TikTok users. The system implemented by TikTok Shop is based on receiving orders and completing sales with buyers, as well as tracking the management of shipments. Not only that, the TikTok Shop also fights in preparing promotional plans, such as affiliate features, and the use of functions and features such as storefronts.

According to Hootsuite's report, TikTok has a total of 732 million active users worldwide until then TikTok collaborates with Shopify in releasing the TikTok Shop. Basically, the TikTok Shop is a social commerce for TikTok users or creators to promote and sell their products through the platform. But in practice, for selling products on Tiktok, there are still obstacles such as incomplete sellers in providing product descriptions, this makes many consumers ask for product information such as: price, product quality, size, usability, variants and delivery time as well as other information. Other things that consumers want to know have not been listed, so they need to be asked directly in the comments column or by direct Tiktok massage. Assuari (1966:130) Purchasing decisions are the process of making purchasing decisions, deciding what to buy or not to buy and collecting those decisions from previous activities.

Based on the background of the problems mentioned above, the formulation of the problem in this study is as follows:

1. How does the price effect have a positive effect on e-word of mouth?
2. How does product quality have a positive effect on e-word of mouth?
3. How does the influence of e-word of mouth have a positive effect on purchasing decisions?
4. How does price influence positively on purchasing decisions through e-word of mouth?
5. How does product quality have a positive effect on purchasing decisions through e-word of mouth?

2. Literature Review

Price

Price is a measure of the size of the value of satisfaction for a product he buys Indriyo (2014). Someone will dare to pay a high price for a product if he assesses the expected satisfaction from the product he buys high. On the other hand, when someone rates their satisfaction with the product low, he or she is not prepared to pay for or buy the product at a low price. Economic value arises from activities that take place in a market mechanism between buyers and sellers. Both sides during the buying process

The parties receive compensation. Meanwhile, another added value is that the buyer receives satisfaction in kind ownership of the product purchased exceeds the value of the money paid there. Lupiyoadi (2011) argues that pricing strategy (Price) has a major impact on value creation for consumers and influences product image and consumer purchasing decisions. Pricing decisions must conform to the overall marketing strategy altogether as they affect supply or distribution channels.

Product Quality

According to Kotler and Keller (2016: 37) Product quality is the product's ability to do its job, this feature includes toughness, reliability, and accuracy that the product achieves as a whole. Companies must always develop product or service quality to improve product quality to ensure that customers are satisfied with the products or services offered and that influences customers to buy products again. According to Tjipton (2015: 105) brings the usual quality definition of performance as a direct description of the product, reliability, ease of use, aesthetics, etc. In the sense of strategy, quality is everything that can meet consumer needs according to what consumers want.

Electronic Word of Mouth (E-WOM)

E-word of mouth. Litvin et al (2008) defines electronic word of mouth as any type of informal communication addressed to consumers through internet-based technology and related to the use of special services or good features or sellers. This includes communication between producers and consumers, and between consumers themselves, as an important part of the oral process. According to Sernovitz (2011), word of mouth can be effective when the source of trust comes from people who do not benefit from their recommendations. Along with the development of technology and information, the concept of word of mouth is also developing, giving rise to a concept suitable for these changes: electronic word of mouth (eWOM) communication. Based on research by Jimenez and Medoza (2015), there are three indicators:

1. Intensity is the number of opinions written by consumers on social networks, or it could be the frequency of someone receiving information and interacting with social network users who talk about products.
2. Valence of Opinion is the positive and negative opinions of consumers about products, services, brands, including positive and negative comments and recommendations from users of social networks.
3. Content is the content of information related to community website products and services, such as B. Information about variations in color, size, quality of materials and prices offered.

Purchase Decision

According to Kotler and Armstrong (2016: 125) states that purchasing decisions are stages in the buyer's decision-making process when consumers actually make purchases. Decision making is an individual activity directly related to the acquisition and use of the product offered by the manufacturer. Ciptonon (2016: 78) Purchasing decisions are processes where consumers identify problems, seek information about certain products or brands, and evaluate how well each of these choices can solve problems, which then leads to purchasing decisions. Ciptonon (2016: 184), consumer decisions to buy a product can be measured using five indicators, including:

1. Product choice, consumers can determine the choice to buy a product or use their money for other purposes. In this case, companies should focus on people who are interested in buying the products and options they are considering. For example: Product requirements, product variety and quality.
2. When choosing a brand, consumers must make a decision about which brand they want to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand. For example: Brand trust and popularity.
3. Dealer Choice, the consumer must make a choice about which retailer to choose. Each buyer has different considerations in choosing a retailer, this could be due to proximity, low prices, complete stock, and so on.

For example: easy product procurement and product availability.

4. When to buy Consumer purchasing decisions can vary, for example: Someone buys once a month, once every three months, once every six months or once a year. Number of purchases, consumers can decide how many products to buy at once. Purchases can be made more than once. In this case, the company must prepare the number of products according to different buyer requests. For example: production need

3. Method

Conceptual Framework

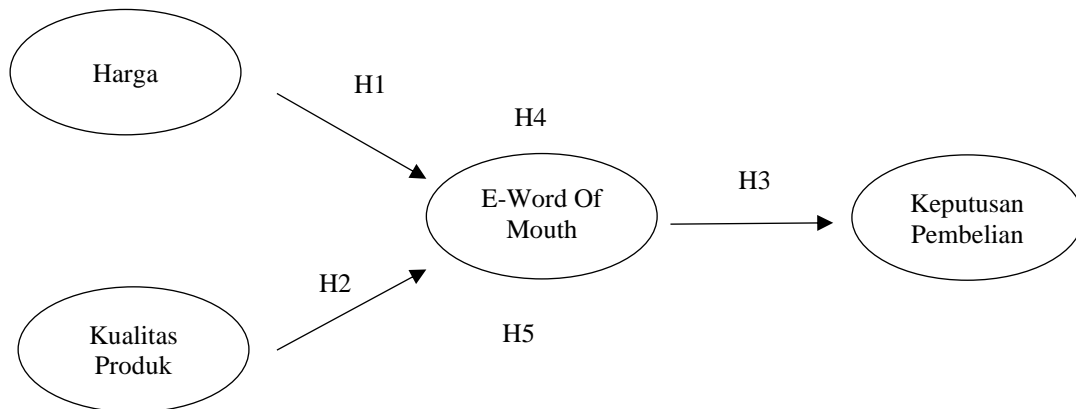


Figure 1. Conceptual Framework

Hypotheses

A hypothesis is a short-term solution to a research problem that will be proven by the data collected (Arikunto, 2014). Based on theoretical studies, literature review, and conceptual framework, the following hypotheses can be proposed.

H1: Price has a positive effect on E-word of mouth

H2: Product quality has a positive effect on E-word of mouth

H3: E-word of mouth has a positive effect on purchasing decisions

H4: Price has a positive effect on purchasing decisions through e-word of mouth

H5: Product quality has a positive effect on purchasing decisions through e-word of mouth

Research Design

This analysis uses a quantitative approach to analyze the effect of price and product quality on purchasing decisions through the e-word of mouth dimension. Smart PLS (partial least square) is used in the analysis of this study. The analysis tests external and internal models. Load beyond > 0.7 means fillCronbach's Alpha viability > 0.7 and a combined confidence score > 0.8 indicates meet reliability. An internal model with $R^2 > 0.2$ indicates a valid model. The relationship between variables is significant if the p-value < 0.05

Population and Sample

The population is a generalization area consisting of objects/subjects that have the qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2012:61). The population in this study are all Tiktok users whose number is unknown and can be said to be in an infinite category.

In determining the sample if the population is large and the number is unknown, then according to Widiyanto (2008: 35) the formula is used:

$$n = \frac{Z^2}{4 (Moe)^2}$$

Information:

- n = number of samples
- Z = Z value with a confidence level of 95%, then Z value = 1.96 (normal distribution table).
- Moe = margin of error or maximum error is 10%. By using a margin of error of 10%, the minimum number of samples that can be taken is: $n = 1.962 / 4 (0.10)^2$
- $n = 96.04$ which is rounded up to 97

In order for this research to be more fit, so in this study a sample of 100 people was taken. The reason the sample is rounded off to 100 people is because if any questionnaire contains incorrect information, more questionnaires can be used. 100 respondents are also considered representative, because they have exceeded the sample limit.

4. Results and Discussion

Respondent

This research was conducted as part of a survey which was distributed via Google Form to TikTok users who have or have made shopping transactions through the TikTok shop, where 100 respondents participated in answering questions related to this research method.

Table 1. Respondent Data

Variabel	Jumlah	Persen
<i>Jenis Kelamin</i>		
- Perempuan	59	59%
- Laki-laki	41	41%
<i>Pendidikan</i>		
- SMP	0	0%
- SMA	30	30%
- D3/S1	67	67%
- S2/S3	3	3%
<i>Pekerjaan</i>		
- Pelajar/ Mahasiswa	35	35%
- Wiraswasta	10	10%
- Karyawan Swasta	35	35%
- PNS	4	4%
- Ibu Rumah Tangga	14	14%
- Lain-lain	2	2%

Source: Processed questionnaire data, 2023

Table 2 shows the number of respondents, namely people who are familiar and have used the Tiktok application, with a total of 100 people. Most of the respondents are women who have D3/S1 education and work as private employees.

Data Analysis Method

All indicators for each variable are valid with outer loading > 0.7 (table 3). All variables are also reliable because they meet the cut off (Cronbach alpha) price of 0.979; product quality 0.991 and e-word of mouth 0.994 and purchasing decisions 0.973 more than 0.7 while the composite price reliability is 0.983; product quality 0.992 and e-word of mouth 0.995 and purchasing decisions 0.978 greater than 0.8).

Table 2. Outer Model

Variabel/Indikator	<i>Outer Loading</i>	Crombah Alpha	Compos ite Reliability	Kesimpulan
Proce		0,979	0,983	Reliabel
- Compatibility of price with quality	0,957			Valid
- Affordable prices	0,963			Valid
- Prices vary	0,972			Valid
- Cheap price	0,962			Valid
- Competitive price	0,948			Valid
Product quality		0,991	0,992	Reliabel
- Product convenience	0,965			Valid
- Product reliability	0,957			Valid
- Product durability	0,981			Valid
- Product suitability	0,982			Valid
- Product variations	0,972			Valid
- Product durability	0,962			Valid
- Product design	0,956			Valid
- Product display	0,971			Valid
- Product trust	0,950			Valid
E-word of Mouth		0,994	0,995	Reliabel
- Product selection information	0,977			Valid
- Product quality information	0,938			Valid
- Concern Product recommendation	0,964			Valid
- Other people's fun	0,945			Valid
- Confidence in product choice	0,980			Valid
- Positive experience information	0,964			Valid
- Price and delivery information	0,924			Valid
- Information without coming to the store	0,962			Valid
- Inform in a cost-effective manner	0,948			Valid
- Willingness to help others	0,974			Valid
- Potential business from other users	0,981			Valid
- Buyer feedback	0,968			Valid
- Ease of shopping information	0,961			Valid
- Ease of promotion	0,954			Valid
- Ease of interaction	0,972			Valid

Purchase decision	0,973	0,978	Reliabel
- Frequency of use	0,959		Valid
- Need	0,929		Valid
- Detailed information	0,938		Valid
- Alternative considerations	0,943		Valid
- Accuracy of decisions	0,920		Valid
- Satisfaction shopping	0,946		Valid

Source: Processing Results, 2023

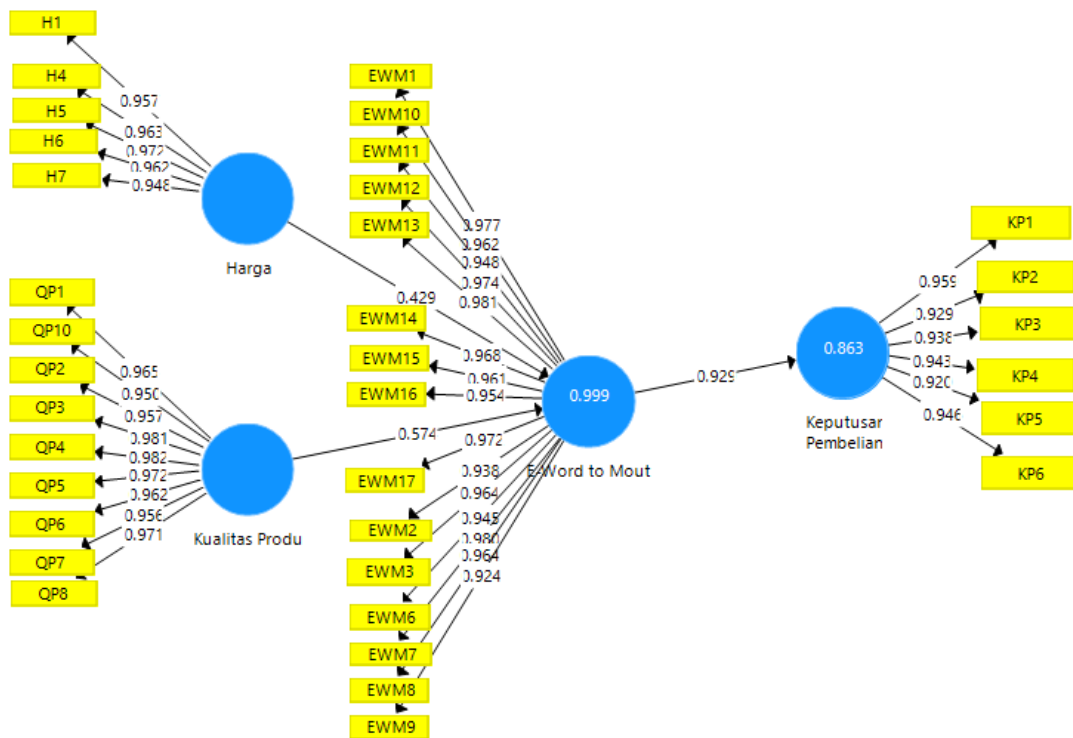
Almost all indicators for each variable are valid because they are greater than 0.7. All variables are also reliable because they meet the cut-off used in this study.

Table 3. Model Testing Index

Endogenous Variabel	Cut of Value	Analysis Result	Model Evaluation
R ²			
- E-word Of Mouth	≥ 0,20	0,999	Fit
- Purchase Intention	≥ 0,20	0,863	Fit

Source: Primary data processed, 2023

The model is acceptable because all endogenous variables have an R-squared value greater than 0.2. The endogenous variable brand trust has an R square value of 0.966 and consumptive behavior has an R square value of 0.890 in the very strong category.



Source: Processed research data, 2023

Figure 2. Analysis Results

Figure 1 shows the estimates from the indicators to the variables and the interrelationships between the variables. All indicators have contributed to form their respective variables. Indicators H1-H5 are the main indicators of

price formation, indicators QP1-QP8 are the main indicators of product quality, indicators EWM1-EWM17 are the main indicators of e-word to mouth, indicators KP1 and KP6 are the main indicators of purchasing decisions.

Table 4. Estimation

Alur	Jenis	Std. Estimatesi	P-Value	Kesimpulan
Price → E-word to mouth	Direct	0,429	0,000	Significant
Prduct Quality → E-word to mouth	Direct	0,574	0,000	Significant
E-word to mouth → Purchase Decisions	Direct	0,925	0,000	Significant
Price → E-word to mouth → Purchase Decisions	Indirect	0,398	0,000	Significant
Product Quality → E-word to mouth → Purchase Decisions	Indirect	0,533	0,000	Significant

Source: Primary data processed, 2023

Table 4 shows online shopping has a direct effect on brand trust, but brand equity has no effect on brand trust, brand trust has a direct effect on consumptive behavior. Online shopping does not directly influence consumptive behavior through brand trust but brand equity indirectly through brand trust does not affect consumptive behavior.

Analysis and Research Results

The table explains the research hypothesis that this study aims to test and obtain empirical evidence of the effect of price, product quality on e-word of mouth, e-word of mouth on purchasing decisions and the effect of price and brand quality on purchasing decisions mediated by e- word to mouth with the following discussion:

- a. Hypothesis 1 test (H1): This study has found that price has an effect on e-word to mouth of 0.429, which means that if the price increases by one unit, e-word to mouth can increase by 42.9%. This influence is positive. With a P-value of 0.000. is $0.001 < 0.05$ so accept H1 or which means the direct effect of price on e-word to mouth is significant or statistically significant. This hypothesis is supported by previous research by (Shalahudin, Addien, 2022) the results show that price has a positive effect on E-WOM (Electronic World of Mouth). This shows that the better the price given, the more positive comments given by internet users
- b. Hypothesis 2 (H2) test: This study has found that product quality affects e-word to mouth by 0.574, which means that if product quality increases by one unit, e-word to mouth can increase by 57.4%. This influence is positive. With a P-value of 0.000. is $0.001 < 0.05$ so accept H2 or which means the direct effect of product quality on e-word to mouth is meaningful or statistically significant. This hypothesis is supported by previous research by (Goklas, Jefri, 2020) the results show that product quality has a positive effect on E-WOM (Electronic World of Mouth). This shows that the better the product quality, the more positive comments given by internet users
- c. Hypothesis 3 (H3) test: This study has found that e-word to mouth has an effect on purchasing decisions of 0.925, which means that if e-word to mouth increases by one unit, purchasing decisions can increase by 92.5%. This influence is positive. With a P-value of 0.000. is $0.001 < 0.05$ so accept H3 or which means the direct effect of e-word to mouth on purchasing decisions is statistically significant or significant. This hypothesis is supported by previous research by (Mighfar et al., 2020) the results show that E-WOM (Electronic World of Mouth) has a positive and significant effect on Purchase Decisions. This shows that positive comments given by internet users can improve consumer purchasing decisions where the better the product review, the more people decide to buy the product.
- d. Hypothesis 4 (H4) test: This study has found that the magnitude of the parameter coefficient for the price variable on purchasing decisions through e-word to mouth mediation is 0.398, which means there is a positive indirect effect of price on purchasing decisions through e-word mediation to mouth. Or it can be interpreted that the higher the price value, the purchasing decision through e-word to mouth will increase as well. An increase in one unit price will increase purchasing decisions through e-word to mouth by 39.8%. the p value is $0.000 > 0.05$ so accept H4 or which means the indirect effect of price on purchasing decisions through e-word to mouth is statistically significant or significant. This hypothesis is supported by previous research by (Dillon, Charles Roberto, 2022) the results show that Price, E-WOM (Electronic World of Mouth) have a positive effect on purchasing decisions.
- e. Hypothesis 5 test (H5): In this study it has been found that the magnitude of the parameter coefficient for the product quality variable on purchasing decisions through e-word to mouth mediation is 0.533, which means

there is a positive indirect effect of product quality on purchasing decisions through e-mediation -word to mouth. Or it can be interpreted that the higher the value of product quality, the purchasing decisions through e-word to mouth will also increase. An increase in one unit of product quality will increase purchasing decisions through e-word to mouth by 53.3%. the p value is $0.000 > 0.05$ so accept H5 or which means the indirect effect of product quality on purchasing decisions through e-word to mouth is statistically significant or significant. This hypothesis is supported by previous research by (Rusdianto, Moh. Dandy, 2021) the results show that quality, E-WOM (Electronic World of Mouth) has a positive effect on purchasing decisions.

5. Conclusion and Implications

Among the hypotheses tested in this study is the effect of each variable, namely price, product quality, E-WOM (Electronic Word Of Mouth, and purchasing decisions. According to the test results in the previous chapter, price, product quality, have a significant effect on E-WOM (Electronic Word of Mouth) and E-WOM (Electronic Word OF Mouth) have a significant influence on purchasing decisions. When compared to other factors, E-WOM (Electronic Word Of Mouth) has the most dominant influence on purchasing decisions if you look at the estimated values, so based on the results of the PLS test that has been done, it can be concluded that all component variables have a significant influence. This study provides an open space for further research by replacing other mediating variables.

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