

Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 03

Year: 2024

Page: 233-242

The Effect of Brand Knowledge, Electronic Word of Mouth and Product Quality on Purchasing Decisions in E-commerce

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Abstract

This study aims to analyze the influence of Brand Knowledge, Electronic Word of Mouth (eWOM), and Product Quality on Purchase Decisions for Jiniso products on Shopee. The sampling technique used was purposive sampling with a total of 100 respondents. The data analysis method utilized is multiple linear regression analysis. The results show that Brand Knowledge does not have a significant effect on Purchase Decisions for Jiniso products on Shopee. Meanwhile, eWOM has a positive and significant effect on Purchase Decisions, indicating that online reviews and recommendations from other consumers can increase purchase interest. Additionally, Product Quality also has a positive and significant effect on Purchase Decisions, suggesting that consumers' perception of the quality of Jiniso products plays an important role in the decision to buy. These findings highlight the importance of eWOM and product quality in marketing strategies to enhance consumer purchase decisions.

Keywords

Brand Knowledge, Electronic Word of Mouth, Quality Products, Purchase Decision

1. Introduction

The fashion business in Indonesia continues to thrive without a pause. This growth is on the rise, generating a positive buzz in the country. The productivity and creativity of young local designers support the development of Indonesia's fashion industry. The interest of many creative young people in this business has led to rapidly changing fashion trends and constantly new modes. The fashion business is a significant sub-sector of the creative economy, playing an important role in the national economy by contributing significantly to the national Gross Domestic Product (GDP). The advancement of modern technology has changed many things, including the shift in purchasing behavior from conventional to online shopping. Marketing campaigns for products and services can now be conducted online, one of which is through the Shopee marketplace. This growth in the fashion business has led to increasingly fierce competition. This factor is one of the considerations for business players in studying consumer behavior, including online purchase decisions.

One of the factors influencing online purchase decisions is brand knowledge. Brand knowledge plays an important role in marketing, leading to the success of certain products or services (Punithavathi, 2019). It is crucial for companies as it creates impressions in the minds of consumers or individuals associated with their memories of a brand created by the company. The influence of brand knowledge on purchase decisions is supported by previous studies that show a significant effect of brand knowledge on purchase decisions (Juli, 2022; Punithavathi, 2019). However, different research findings suggest that brand knowledge does not significantly influence purchase decisions (Setyawati & Rochmah, 2015).

E-WoM is also influenced by online purchase decisions. E-WoM refers to the process of recommending products or services to others using the internet or web (Andryana, 2021). It is a type of marketing communication that conveys positive or negative opinions provided by potential consumers or previous customers about a product, which are then available for many to view through internet social media (Nuvriasari, 2023). The influence of E-WoM on online purchase decisions is supported by previous studies that explain that E-WoM significantly affects purchase decisions (Danniswara et al., 2017; Arta & Yasa, 2019). These studies indicate that the more effectively E-WoM is utilized, the more it will enhance purchase decisions. However, different research findings suggest that E-WoM does not significantly influence purchase decisions (Luthfiyatillah et al., 2020).

Online purchase decisions can also be influenced by the quality of the products offered. Product quality refers to the ability of a product to perform the desired function. Product quality plays a vital role as it can increase online purchase decisions, as consumers tend to use product quality as a reference in their online purchase decisions (Martini & Feriyansyah, 2021). The influence of product quality on online purchase decisions is supported by previous studies that explain that product quality significantly affects purchase decisions (Amron, 2018; Firmansyah, 2021). However, different research findings suggest that product quality does not significantly influence purchase decisions (Wahyuni & Ginting, 2017). Based on the importance of studying the factors influencing online purchasing behavior, the aim of this research is to analyze the partial influence of brand knowledge, electronic word of mouth, and product quality on the purchase decisions of Jiniso products in the Shopee marketplace.

2. Literature Review

Brand knowledge is a crucial component of a brand, as it helps create a positive impression and develop a strong reputation, significantly influencing brand awareness. By creating and promoting a distinctive brand, companies can build a

unique brand identity and foster customer loyalty (Kusuma et al., 2020). When consumers have more knowledge about a product's brand, their purchase decisions are more likely to favor that brand (Nasrul, 2020). A well-developed brand knowledge means that consumers are aware of the brand's attributes, values, and overall image, which can lead to a deeper emotional connection and trust. This knowledge not only influences their initial purchase decisions but also affects their likelihood of making repeat purchases and recommending the brand to others. Companies that successfully enhance brand knowledge can gain a competitive edge by creating strong, favorable associations in the minds of consumers, leading to increased customer retention and loyalty. Thus, brand knowledge plays a vital role in driving consumer behavior and sustaining long-term business success.

Electronic word of mouth (e-WoM) is a form of marketing communication that reflects positive or negative opinions from potential consumers or previous customers about a product, which are then made available for many to see through social media platforms (Nuvriasari, 2023). The effective use of e-WoM can significantly enhance purchase decisions, as positive reviews and recommendations can build trust and influence other consumers' choices. Conversely, if e-WoM is not managed well or fails to generate positive feedback, it can lead to a decline in purchase decisions (Danniswara et al., 2017). Negative reviews or poor e-WoM management can harm a brand's reputation, discouraging potential customers and reducing sales. Therefore, companies must strategically utilize e-WoM to cultivate a positive online presence and encourage favorable consumer feedback, thereby supporting stronger purchase decisions.

The relationship between product quality and consumer attitude is very close, as high-quality products incentivize consumers to form a strong relationship with the company (Martini & Feriyansyah, 2021). When the quality of the products offered is high, it enhances online purchase decisions, as consumers are more likely to trust and choose products that meet their expectations. Conversely, if the quality of the products declines, there is a corresponding decrease in purchase decisions (Wahyuni & Ginting, 2017). Good product quality fosters customer satisfaction and loyalty, leading to repeat purchases and positive word-of-mouth. On the other hand, poor product quality can lead to dissatisfaction, negative reviews, and a decline in customer trust and sales. Therefore, maintaining high product quality is crucial for companies to attract and retain customers in the competitive online marketplace.

H1: Brand Knowledge has a positive and significant effect on purchasing decisions for Jiniso products on the Shopee marketplace.

H2: Electronic word of mouth has a positive and significant effect on purchasing decisions for Jiniso products on the Shopee marketplace.

H3: Product quality has a positive and significant effect on purchasing decisions for Jiniso products on the Shopee marketplace.

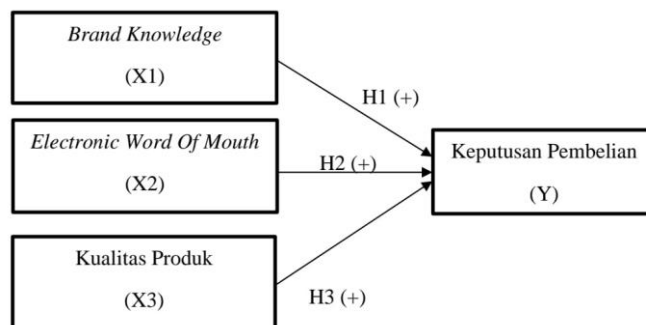


Figure 1. Research Model

3. Method

This research is classified as quantitative, focusing on consumers who have purchased Jiniso products from the Shopee marketplace within the last six months. The study utilizes purposive sampling, targeting respondents who are at least 17 years old. This age requirement ensures that participants are mature enough to understand the questionnaire and have relevant purchasing experience with Jiniso products. The sample size was calculated using formulas by Lemeshow (1997) and Permana (2020), which determined a necessary sample size of 96.04 respondents. To accommodate practical considerations, this number was rounded to 100 respondents.

For data collection, the study employed a structured questionnaire designed to measure various aspects of consumer attitudes and perceptions. The responses were recorded using a 5-point Likert scale, ranging from Strongly Disagree (Score 1) to Strongly Agree (Score 5). This scale allows for a detailed assessment of respondent opinions and provides a clear quantitative measure of attitudes towards Jiniso products. This methodological approach ensures that the data gathered is both systematic and quantifiable, enabling a thorough analysis of consumer behavior and preferences related to Jiniso products on Shopee.

4. Result

The brand knowledge indicators were adopted from seven indicators used in the study by Santoso & Guspul (2022), namely: familiarity with the product, product recall, ability to differentiate the product from others, brand being a preferred choice, brand credibility, consumer prestige, and brand impression in the consumer's mind. The electronic word of mouth indicators were adopted from five indicators by Nuvriasari (2023), namely: online information search, reading online reviews before purchasing, positive contribution of online reviews, willingness to provide online reviews, and willingness to recommend purchases. The product quality indicators were adopted from five indicators by Nursal et al. (2023), namely: product quality performance, durability, conformity, perceived quality, aesthetics, and uniqueness. The purchase decision indicators were adopted from five indicators by Nuvriasari (2023), namely: suitability with desires and needs, product choice, brand choice, and distributor choice. The data analysis technique in this study uses multiple linear regression analysis, determination coefficient analysis, and t-test.

The respondent profile in this study includes gender, age, current occupation, income level, and the time of purchasing Jiniso products. The respondent profile for this study indicates a diverse demographic background. In terms of gender, a majority of the respondents are women, constituting 72%, while men make up the remaining 28%. The age distribution shows that the majority of respondents are in the 21-25 years age group, accounting for 69%. This is followed by the 17-20 years age group at 17%, the 26-30 years age group at 10%, the 31-35 years age group at 1%, and those over 35 years at 3%.

Table 1. Respondent Profile

Criteria	Amount	Presentence
Gender		
• Man	28	28%
• Woman	72	72%
Total	100	100%
Age		
• 17 – 20 Years	17	17%
• 21 – 25 Years	69	69%
• 26- 30 Years	10	10%
• 31-35 Years	1	1%
• >35 Years	3	3%
Total	100	100%
Current job		
• Student/Students	70	70%
• ASN	2	2%
• Private employees	16	16%
• Others, please specify...	12	12%
Total	100	100%
Income level		
• <Rp. 2.000.000	73	73%
• Rp. 2.000.000 – Rp. 4.000.000	22	22%
• Rp. 4.000.001 – Rp. 6.000.000	4	4%
• >Rp. 6.000.000	1	1%
Total	100	100%
Lastly bought Jiniso products		
• January – March 2024	67	67%
• April – June 2024	27	27%
• July 2024	6	6%
Total	100	100%

Regarding current employment, most respondents are students, making up 70% of the sample. Private employees represent 16%, followed by those categorized as 'Others' at 12%, and civil servants (ASN) at 2%. This reflects a significant representation of younger, possibly less experienced consumers in the job market. In terms of income level, a substantial majority of respondents, 73%, earn less than Rp. 2,000,000 per month. Another 22% have a monthly income ranging from Rp. 2,000,000 to Rp. 4,000,000, followed by 4% earning between Rp. 4,000,001 and Rp. 6,000,000, and only 1% earning more than Rp. 6,000,000. Finally, the data on the timing of their last Jiniso product purchase reveals that most respondents bought products between January and March 2024 (67%), with 27% purchasing between April and June 2024, and 6% making purchases in July 2024. This profile suggests a young, predominantly female demographic with limited income, reflecting a specific consumer segment that Jiniso products appeal to.

Table 2. Validity Test Results

Statement	r count	r table	P (Sig.)	Information
Brand Knowledge (X1)				
X1.1	0.781	0.1966	0.000	Valid
X1.2	0.775	0.1966	0.000	Valid
X1.3	0.696	0.1966	0.000	Valid
X1.4	0.719	0.1966	0.000	Valid
X1.5	0.721	0.1966	0.000	Valid
X1.6	0.692	0.1966	0.000	Valid
X1.7	0.675	0.1966	0.000	Valid
Electronic Word of Mouth (X2)				
X2.1	0.710	0.1966	0.000	Valid
X2.2	0.723	0.1966	0.000	Valid
X2.3	0.587	0.1966	0.000	Valid
X2.4	0.673	0.1966	0.000	Valid
X2.5	0.793	0.1966	0.000	Valid
Product Quality (X3)				
X3.1	0.726	0.1966	0.000	Valid
X3.2	0.802	0.1966	0.000	Valid
X3.3	0.720	0.1966	0.000	Valid
X3.4	0.701	0.1966	0.000	Valid
X3.5	0.703	0.1966	0.000	Valid
X3.6	0.815	0.1966	0.000	Valid
Buying Decision (Y)				
Y.1	0.682	0.1966	0.000	Valid
Y.2	0.774	0.1966	0.000	Valid
Y.3	0.613	0.1966	0.000	Valid
Y.4	0.773	0.1966	0.000	Valid
Y.5	0.717	0.1966	0.000	Valid

Table 2 presents the results of the validity test for the questionnaire items used in the study. The table shows that each item across the variables of Brand Knowledge, Electronic Word of Mouth, Product Quality, and Buying Decision has a calculated correlation coefficient (r count) that exceeds the critical value of 0.1966. Additionally, the significance level (P) for all items is less than 0.05. For Brand Knowledge (X1), all items (X1.1 to X1.7) have correlation coefficients ranging from 0.675 to 0.781, indicating that these items are valid measures of the brand knowledge construct. Similarly, for Electronic Word of Mouth (X2), all items (X2.1 to X2.5) show correlation coefficients between 0.587 and 0.793, confirming their validity. In the Product Quality (X3) category, the items (X3.1 to X3.6) have correlation coefficients ranging from 0.701 to 0.815, which are also above the critical value, signifying their validity. Finally, for Buying Decision (Y), the items (Y.1 to Y.5) have correlation coefficients ranging from 0.613 to 0.774, indicating that these items effectively measure the buying decision construct.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand Knowledge	0.846	Reliable
Electronic Word of Mouth	0.738	Reliable
Product Quality	0.838	Reliable
Buying Decision	0.756	Reliable

Table 3 displays the results of the reliability test for the variables measured in the study. The reliability of each variable is assessed using Cronbach's Alpha, which indicates the internal consistency of the questionnaire items for each construct. For Brand Knowledge, the Cronbach's Alpha is 0.846, which is considered reliable. This suggests that the items used to measure brand knowledge are consistent and provide a dependable measure of the construct. Electronic Word of Mouth has a Cronbach's Alpha of 0.738, also indicating reliability. This value reflects a good level of internal consistency among the items assessing electronic word of mouth. Product Quality shows a Cronbach's Alpha of 0.838, demonstrating that the items related to product quality are reliably measuring the intended construct. Buying Decision has a Cronbach's Alpha of 0.756, which confirms that the items used to gauge buying decisions are reliably measuring this variable.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.83535671
	Most Extreme Differences	.99
Extreme Differences	Positive	.79
	Negative	-.99
Test Statistic		.099
Asymp. Sig. (2-tailed)		.017 ^c
Exact Sig. (2-tailed)		.260
Point Probability		.000

Based on Table 4, it is shown that the normality test results using the one-sample Kolmogorov-Smirnov test value are Exact. Sig. (2-tailed) was obtained at 0.260, which means > 0.05 , so the data in this study was distributed normally.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Knowledge	0.385	2.594
Electronic Word of Mouth	0.430	2.326
Product Quality	0.418	2.393

Based on Table 5, to detect whether there is multicollinearity in the regression, it can be seen from the Variance Inflation Factor (VIF) and tolerance values of more than 0.1. The results show that there is no collinearity in all the data used. The brand knowledge variable gets a tolerance value of 0.385 and a VIF of 2.594, the visual electronic word of mouth variable gets a tolerance value of 0.430 and a VIF of 2.326 and the purchasing decision variable gets a tolerance value of 1.252 and a VIF. So that all independent data does not occur collinearity.

The results of the multiple linear regression analysis are represented by the equation: $Y = 2.480 + 0.076 X_1 + 0.312 X_2 + 0.513 X_3 + e$. This equation indicates that the variables of Brand Knowledge (X_1), Electronic Word of Mouth (X_2), and Product Quality (X_3) all have positive coefficients, suggesting that each of these factors positively influences Buying Decision (Y). Specifically, a unit increase in

Brand Knowledge results in a 0.076 increase in the Buying Decision, while Electronic Word of Mouth and Product Quality have larger effects, contributing 0.312 and 0.513 respectively to the Buying Decision. The positive coefficients of these variables imply that as Brand Knowledge, Electronic Word of Mouth, and Product Quality improve, so does the likelihood of making a purchase decision. This indicates that all three factors play a significant and positive role in influencing consumer purchasing behavior.

Table 6. t Test Result

Model	t	Sig. (p)	Information
Brand Knowledge -> Buying Decision	0.814	0.417	H _{a1} rejected
Electronic Word of Mouth -> Buying Decision	3.525	0.001	H _{a2} accepted
Product Quality -> Buying Decision	5.710	0.000	H _{a2} accepted

The hypothesis testing results summarized in Table 6 reveal several key insights. Firstly, the analysis for Brand Knowledge indicates a significance value (p) of 0.417, which exceeds the threshold of 0.05. This finding leads to the acceptance of the null hypothesis and the rejection of the alternative hypothesis, suggesting that Brand Knowledge does not have a significant effect on the purchase decisions for Jiniso products on the Shopee Marketplace. In contrast, the test for Electronic Word of Mouth shows a significance value (p) of 0.001, which is below the 0.05 threshold. This result leads to the rejection of the null hypothesis and the acceptance of the alternative hypothesis, confirming that Electronic Word of Mouth positively and significantly influences the purchasing decisions of Jiniso products on Shopee. Similarly, the analysis for Product Quality reveals a significance value (p) of 0.000, which is also less than 0.05. This outcome results in the rejection of the null hypothesis and the acceptance of the alternative hypothesis, indicating that Product Quality has a positive and significant impact on purchase decisions for Jiniso products on the Shopee Marketplace. Overall, while Brand Knowledge does not significantly affect purchasing decisions, both Electronic Word of Mouth and Product Quality are influential factors in driving consumer choices.

5. Discussion

Based on the results of Hypothesis 1 testing, it is demonstrated that Brand Knowledge does not significantly affect the purchasing decisions for Jiniso products on the Shopee marketplace. This finding indicates that Brand Knowledge is not a variable influencing the purchase decisions of Jiniso products on Shopee. In other words, the level of consumer knowledge about the Jiniso brand does not impact the extent of purchasing decisions for Jiniso products on the Shopee marketplace. This result aligns with previous research by Setyawati & Rochmah (2015), which showed that Brand Knowledge does not have a significant effect on purchase decisions.

The results of Hypothesis 2 testing show that Electronic Word of Mouth positively and significantly affects the purchasing decisions for Jiniso products on the Shopee marketplace. This finding confirms that Electronic Word of Mouth is a variable that influences the purchase decisions of Jiniso products on Shopee. In other words, the more effectively Electronic Word of Mouth is utilized by consumers, the more it will enhance the purchasing decisions for Jiniso products on Shopee. This finding supports previous research by Massie (2016), Siagian & Widayati (2023), Nuvriasari (2023), and Andryana (2021), which demonstrated that Electronic Word of Mouth has a significant impact on purchase decisions.

The results of Hypothesis 3 testing show that Product Quality has a positive and significant effect on the purchasing decisions for Jiniso products on the Shopee marketplace. This finding confirms that Product Quality is a variable influencing the purchase decisions of Jiniso products on Shopee. In other words, the quality of the product directly affects the extent of purchasing decisions. This result supports previous research by Iskuntiati et al. (2020), Feriyansyah (2021), Asti et al. (2022), and Setiyadi et al. (2022), which showed that Product Quality has a significant impact on purchasing decisions.

6. Conclusion

This study was conducted to analyze the factors influencing purchasing decisions, leading to the conclusion that Brand Knowledge does not significantly affect the purchasing decisions for Jiniso products on the Shopee marketplace. The findings indicate that variations in Brand Knowledge do not impact the likelihood of purchasing Jiniso products. On the other hand, Electronic Word of Mouth has a positive and significant effect on the purchasing decisions for Jiniso products on Shopee. The results show that the more effectively Electronic Word of Mouth is utilized, the more it enhances purchasing decisions. Conversely, if Electronic Word of Mouth is not effectively used, it will have a negative impact on purchasing decisions. Additionally, Product Quality also has a positive and significant influence on purchasing decisions for Jiniso products on Shopee. The findings reveal that the quality of the product directly affects the extent of purchasing decisions, meaning that higher product quality leads to greater likelihood of purchase, while lower product quality results in decreased purchasing decisions. Overall, while Brand Knowledge does not significantly impact purchase decisions, both Electronic Word of Mouth and Product Quality play crucial roles in influencing consumer behavior.

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