

The Influence of Brand Image and Electronic Word of Mouth (E-Wom) on Purchasing Decisions of Kahf Skincare Products Through the TikTok Shop Platform (Case Study on Students of Pamulang University Management Study Program Semesters 5, 6, 7, and 8)

Cahya Bintang kusuma^{1*}, Veta Lidya Delimah Pasaribu²
Universitas Pamulang

Corresponding Author: Cahya Bintang : cbintangkusuma@gmail.com

ARTICLE INFO

Keywords: Brand Image, Electronic Word of Mouth (E-WOM), Purchase Decision, Kahf, TikTok Shop

Received: 7, October

Revised: 28, November

Accepted: 29, December

©2026 Kusuma, Pasaribu : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study examines the effect of Brand Image and Electronic Word of Mouth (E-WOM) on Purchase Decisions for Kahf skincare products through the TikTok Shop platform. Using a quantitative associative approach, data were collected from 98 Management students of Universitas Pamulang (semesters 5-8) through questionnaires. Data analysis using SPSS 27 included multiple linear regression and hypothesis testing. The results show that Brand Image and E-WOM each have a positive and significant effect on Purchase Decisions. Simultaneously, both variables also significantly influence Purchase Decisions for Kahf skincare products on TikTok Shop.

INTRODUCTION

The development of the men's personal care industry in Indonesia indicates increasingly intense competition, requiring many companies to build a strong brand image and obtain positive digital reviews. One of the emerging challenges is how products can attract consumers' purchase intentions amid the growing influence of social media and digital shopping platforms such as TikTok Shop. In this context, brand image and electronic word of mouth (E-WOM) are important factors that can determine purchasing decisions, particularly for skincare products such as Kahf. The results of a pre-survey show that consumers' perceptions of the Kahf brand are still not optimal. Most respondents perceive that Kahf's brand strength is not yet prominent, some believe that its brand advantages are not fully visible, and many consider that Kahf products lack uniqueness compared to competitors. These findings indicate that Kahf's brand image still needs to be strengthened to more effectively build consumer confidence.

From another perspective, the dissemination of digital information through E-WOM has also not provided strong support for improving purchasing decisions. Many respondents stated that review content related to Kahf is not sufficiently attractive, the quality of information does not meet expectations, and the volume of available reviews remains low. This condition indicates that E-WOM has not fully functioned as a driver of consumer trust and purchase intention. This phenomenon is highly relevant for students, particularly at Universitas Pamulang, who increasingly rely on digital reviews and video content before making purchasing decisions. TikTok Shop has become one of their main reference sources for seeking information about skincare products. However, when circulating reviews are inconsistent or even tend to be negative, consumer perceptions and purchasing decisions may be affected. This situation contributes to the purchase intention for Kahf products not yet reaching an optimal level.

Students were selected as the research subjects because this group is highly active in digital media usage and represents a potential market for men's skincare products. However, based on the pre-survey, many of them are still hesitant to purchase Kahf products due to a weak brand image and digital reviews that are less attractive or informative. This condition highlights a research gap, particularly in the context of men's skincare, which remains relatively underexplored. Based on this background, this study is important to understand how brand image and electronic word of mouth influence purchasing decisions for Kahf skincare products through TikTok Shop. This understanding is expected to help companies formulate more appropriate and effective digital marketing strategies.

LITERATURE REVIEW

Definition of Management

According to Hasibuan (2016:2), management is both a science and an art of regulating the process of utilizing resources efficiently, effectively, and productively to achieve predetermined goals. Management plays an important

role as it serves as the foundation for coordinating various organizational resources so they can be optimally utilized. In line with this view, Haryanto (2013:28) states that management is the process of managing resources to achieve objectives through the functions of planning, organizing, actuating, and controlling. Based on these expert opinions, it can be concluded that management is the science and art of organizing and coordinating resources efficiently and effectively through planning, organizing, implementation, and control in order to achieve organizational goals. In this study, the concept of management is used as a foundation to understand how companies manage marketing strategies in shaping brand image and encouraging consumer purchase decisions.

Definition of Marketing Management

Marketing management is a part of management that focuses on planning, implementing, and controlling marketing activities to achieve company objectives by fulfilling consumer needs. According to Kotler and Keller (2016), marketing management is the art and science of selecting target markets and creating, delivering, and communicating value to consumers in order to acquire, retain, and grow customers. Meanwhile, Buchari Alma (2020) defines marketing management as the process of planning, directing, and supervising all marketing activities within an organization so that company goals can be achieved effectively. Based on these definitions, it can be concluded that marketing management is a process of analysis, planning, implementation, and control of marketing strategies aimed at creating value for consumers and influencing their behavior and purchase decisions. In this study, marketing management plays an important role in shaping brand image and optimizing Electronic Word of Mouth (E-WOM) through social media platforms such as TikTok Shop.

Objectives of Marketing Management

The main objective of marketing management is to create sustainable customer satisfaction and enhance a company's success in facing market competition. Customer satisfaction is a crucial factor, as satisfied consumers tend to have positive perceptions of a brand and are more likely to make repeat purchases. According to Kotler and Armstrong (2019), marketing management is not only oriented toward increasing sales but also toward building long-term relationships with customers to create loyalty. More specifically, the objectives of marketing management can be described as follows:

- 1. Creating customer value and satisfaction**

Marketing management aims to deliver value through products and services that meet consumer needs and expectations, thereby creating satisfaction and trust in the brand.

- 2. Building a positive brand image**

Through appropriate marketing strategies, companies strive to form favorable perceptions in consumers' minds so that the brand is easily recognized, trusted, and competitive in the market.

- 3. Increasing purchase intention and purchase decisions**

Marketing management is directed toward stimulating consumer interest

and influencing the purchase decision-making process through effective marketing communication.

4. Maintaining customer loyalty

Efforts to retain customers are carried out through long-term relationships, consistent service quality, and continuous marketing communication to ensure customer loyalty to the brand.

In this study, the objectives of marketing management are closely related to the company's strategy in strengthening the Kahf brand image and utilizing Electronic Word of Mouth (E-WOM) through TikTok Shop to influence the purchase decisions of students at Universitas Pamulang.

The Role of Marketing Management in Purchasing Decisions

Marketing management plays a highly strategic role in influencing the consumer purchasing decision process. Through proper planning and implementation of marketing strategies, companies can build positive brand perceptions, increase consumer trust, and encourage purchase interest in the products offered. According to Kotler and Keller (2016), consumer purchasing decisions are influenced by various marketing factors, such as brand image, promotional activities, price, and the form of marketing communication used by the company. With the development of digital technology, marketing communications are no longer limited to conventional methods, but also through social media, which allows for two-way interaction between companies and consumers. One form of digital marketing communication that is currently growing rapidly is Electronic Word of Mouth (E-WOM). E-WOM is considered highly credible because the information conveyed is derived from the experiences, reviews, and recommendations of other consumers. This information can be quickly spread and influence consumer perceptions and beliefs in making purchasing decisions. Therefore, the implementation of effective marketing management is essential to optimally manage brand image and Electronic Word of Mouth (E-WOM). Proper management is expected to enhance consumer purchasing decisions, particularly for Kahf skincare products marketed through the TikTok Shop platform, which is the focus of this study.

RESEARCH METHOD

This study employs a quantitative research approach. According to Sujarweni (2014:6), quantitative research is a type of research that produces findings obtained through statistical procedures or other methods involving quantification or measurement. The quantitative approach emphasizes phenomena that possess specific characteristics that can be measured and expressed in the form of research variables. This approach was chosen because the study aims to identify and analyze relationships and effects among variables objectively and systematically. The collected data were processed and analyzed using statistical techniques so that the research results could be used to test the formulated hypotheses and draw scientific conclusions.

According to Sugiyono (2017:33), an independent variable is a variable that influences or causes changes in the dependent variable. Independent

variables function as stimulus variables that are assumed to have an effect on other variables that become the focus of the research. Independent variables are selected and measured by the researcher to examine their relationship with the observed phenomenon. The presence of independent variables in a study is crucial, as they serve as factors that explain changes in the dependent variable. In this study, the independent variables consist of two main variables, namely:

Independent Variables (X1 and X2)

The independent variables examined in this study include:

Brand Image (X1)

Brand image is an important component of marketing, as it forms the basis of consumer perceptions of a product. This image is shaped through experiences, impressions, and information received by consumers from various sources, including product usage, promotional activities, and public opinion. Kotler and Keller define brand image as a set of beliefs and impressions held in consumers' minds about a brand. These perceptions may be positive or negative, depending on how consumers evaluate the brand's quality, benefits, and identity.

In the men's skincare industry, brand image plays a crucial role because male consumers typically consider the suitability of products for their skin needs, the quality of the ingredients, and a brand identity that aligns with their lifestyle. Brands such as Kahf need to maintain a clear, consistent, and easily recognizable image in order to attract consumer interest and compete with other brands in the market, such as Garnier Men or MS Glow for Men. A strong brand image is able to create trust and emotional attachment between consumers and the product. Consumers who hold positive perceptions tend to choose the product because they believe the brand can meet their needs. Conversely, a weak brand image can reduce purchase intention and encourage consumers to switch to alternative options.

Brand Image Indicators

1. **Brand strength** refers to consumers' perceptions of the product's superiority.
2. **Brand favorability** refers to perceived benefits that match consumer needs.
3. **Brand uniqueness** refers to distinctive characteristics that differentiate the brand from competitors.

Electronic Word of Mouth (E-WOM) Variable (X2)

Electronic Word of Mouth (E-WOM) is a form of communication among consumers that occurs online through digital platforms such as TikTok, Instagram, marketplaces, or review websites. E-WOM has a significant influence on purchasing decisions because consumers tend to trust the experiences of other users more than company advertisements. This digital communication allows information to spread quickly, widely, and to be accessed at any time.

In this study, E-WOM is highly relevant because students, as the main respondents, heavily rely on reviews on TikTok Shop to assess the quality of

men's skincare products. Review content, ratings, comments, and influencer recommendations often serve as references before consumers decide to purchase a particular product. E-WOM is considered an effective medium because it is perceived as more honest and based on real experiences. The stronger the E-WOM received by consumers, the greater its influence on their perceptions and confidence in the brand. Conversely, if digital reviews tend to be negative or inconsistent, purchase intention may decline even if the product has good quality.

Electronic Word of Mouth (E-WOM) Indicators

1. **Content** refers to the quality of review content.
2. **Recommendation** refers to encouragement or suggestions to try the product.
3. **Rating** refers to user evaluations.
4. **Information quality** refers to the clarity and accuracy of the reviews.
5. **Review volume** refers to the amount of information available.

Purchase Decision Variable (Y)

A purchase decision is the process by which consumers select a product based on their needs, the information obtained, and evaluations of available alternatives. According to Kotler and Armstrong, the purchase decision represents the stage at which consumers choose one product based on specific preferences and considerations. In the context of men's skincare, purchase decisions are influenced by brand image and digital information obtained through E-WOM. Students, as active social media users, tend to seek references from online reviews before selecting products. Purchase decisions become stronger when consumers trust the brand image and receive positive and credible digital reviews.

Purchase Decision Indicators

1. **Information** refers to product information received by consumers through digital media.
2. **Brand** refers to consumers' perceptions and trust in a brand.
3. **Desire** refers to consumers' motivation to make a purchase.
4. **Recommendation** refers to the influence of advice or reviews from others on purchasing decisions.

Data Collection

Data collection is the process of obtaining information used to measure research variables. The data collected must be relevant and accurate in order to support the achievement of research objectives and the testing of formulated hypotheses. According to Sugiyono (2017:308), data collection methods are scientific approaches used to obtain valid data so that the data can be verified, developed into knowledge, and utilized to solve and anticipate research

problems. Therefore, selecting appropriate data collection methods is essential to ensure that research results can be scientifically justified.

Primary Data

According to Sugiyono (2017:308), primary data sources are data sources that directly provide data to the data collector. In this study, primary data were obtained through the distribution of questionnaires to the research respondents.

Observation

According to Sugiyono (2017:141), observation is a data collection technique conducted through direct observation of the research object in order to obtain factual data that reflect actual conditions. This technique is used to understand situations and phenomena related to the research problem. In this study, observations were conducted directly and limited to aspects relevant to the main focus of the research. The observations were carried out in a focused manner so that the data obtained were real, objective, and able to support the research findings.

Questionnaire

A questionnaire is a data collection technique conducted by submitting a set of written questions to respondents. The questions are designed based on the research problems and aim to obtain data in accordance with the research variables. According to Sugiyono (2017:142), questionnaires are an efficient data collection technique when the researcher knows the variables to be measured and the information expected from respondents. Therefore, the use of questionnaires is considered appropriate for this study.

In this study, the questionnaire was arranged in the form of statements with answer options using a Likert scale, namely Strongly Disagree (weight 1), Disagree (weight 2), Somewhat Disagree (weight 3), Agree (weight 4), and Strongly Agree (weight 5).

RESULTS AND DISCUSSION

Reliability Test

Reliability testing was conducted on questionnaire items that had previously passed the validity test. The research instrument is considered to have good reliability if the Cronbach's Alpha coefficient value is at least 0.60 or higher. If this criterion is met, the instrument is regarded as consistent and reliable. The criteria for determining whether an instrument is reliable are as follows:

- a. If the Cronbach's Alpha value is > 0.600 , the instrument is reliable.
- b. If the Cronbach's Alpha value is < 0.600 , the instrument is not reliable.

The reliability test results in this study were obtained by processing respondents' data using SPSS version 27.

Classical Assumption Tests

Classical assumption tests are used to determine the feasibility of the research data and the accuracy of the relationship between independent variables and dependent variables. These tests aim to ensure that the regression analysis results can be interpreted more accurately and efficiently, and are free from bias caused by violations of classical assumptions. The classical assumption tests in this study were conducted using the Statistical Package for Social Science (SPSS)

version 27. The tests included the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test.

Normality Test

The normality test aims to determine whether the data in the regression model are normally distributed or not. This test is conducted to ensure that the residual values of the regression model follow a normal or approximately normal distribution, as a good regression model requires normally distributed data. In this study, the normality test was performed on the residuals using the Kolmogorov-Smirnov Test with the assistance of the SPSS version 27 program. The decision criteria for the normality test are as follows:

1. If the significance value (α) > 0.05, the data are considered to be normally distributed.
2. If the significance value (α) \leq 0.05, the data are considered not to be normally distributed.

Test Results

Brand Image Variable (X1)

Based on the results of the simple linear regression analysis, the regression equation obtained is $Y = 7.080 + 0.833X_1$. The correlation coefficient value of 0.863 indicates that the relationship between Brand Image (X1) and Purchase Decision (Y) is at a very strong level. The hypothesis testing results show a calculated t-value of 16.754, which is greater than the t-table value of 1.985, with a significance level of $0.000 < 0.05$; therefore, the hypothesis is accepted. The coefficient of determination (R^2) is 0.745 or 74.5%, indicating that purchase decisions are influenced by brand image by 74.5%, while the remaining 25.5% is influenced by other factors outside this study.

Electronic Word of Mouth (E-WOM) Variable (X2)

Based on the results of the simple linear regression analysis, the regression equation obtained is $Y = 3.897 + 0.907X_2$. The correlation coefficient value of 0.951 indicates that the relationship between Electronic Word of Mouth (E-WOM) (X2) and Purchase Decision (Y) is at a very strong level. The hypothesis testing results show a calculated t-value of 30.000, which is greater than the t-table value of 1.985, with a significance level of $0.000 < 0.05$; therefore, the hypothesis is accepted. The coefficient of determination (R^2) is 0.904 or 90.4%, indicating that purchase decisions are influenced by Electronic Word of Mouth (E-WOM) by 90.4%, while the remaining 9.6% is influenced by other factors outside this study. Brand Image (X1) and Electronic Word of Mouth (E-WOM) (X2) on Purchase Decision (Y)

Based on the results of the multiple linear regression analysis, the regression equation obtained is $Y = 2.326 + 0.215X_1 + 0.729X_2$. The correlation coefficient value of 0.958 indicates that the relationship between Brand Image (X1) and Electronic Word of Mouth (E-WOM) (X2) on Purchase Decision (Y) is at a very strong level. The hypothesis testing results show a calculated F-value of 533.737, which is greater than the F-table value of 3.940, with a significance level of $0.000 < 0.05$; therefore, the hypothesis is accepted. The coefficient of determination (R^2) is 0.917 or 91.7%, indicating that purchase decisions are

influenced by brand image and Electronic Word of Mouth (E-WOM) by 91.7%, while the remaining 8.3% is influenced by other factors outside this study.

Research Limitations

1. The number of respondents used in this study was limited to 98 participants, which means the results may not fully represent the overall population.
2. During questionnaire distribution, many respondents had limited time to complete the questionnaire carefully and without haste. The researcher also needed to explain each research variable more clearly to ensure more accurate responses and improve the validity of the findings.
3. This study has limitations in terms of generalizability because it focuses solely on the Kahf skincare brand. Therefore, the findings only reflect consumer conditions and responses toward Kahf products and cannot be generalized to other skincare brands.
4. This study was constrained by a limited research timeframe. The short duration prevented the researcher from collecting more extensive and in-depth data and limited opportunities to reach a wider range of information sources.

CONCLUSION

Based on the results of the analysis and discussion regarding the influence of Brand Image and Electronic Word of Mouth (E-WOM) on Purchase Decisions, as presented in the previous chapters, the following conclusions can be drawn:

1. H01 is rejected and Ha1 is accepted, indicating that Brand Image has a positive and significant partial effect on Purchase Decisions for Kahf skincare products.
2. H02 is rejected and Ha2 is accepted, indicating that Electronic Word of Mouth (E-WOM) has a positive and significant partial effect on Purchase Decisions for Kahf skincare products.
3. H03 is rejected and Ha3 is accepted, indicating that Brand Image and Electronic Word of Mouth (E-WOM) simultaneously have a positive and significant effect on Purchase Decisions for Kahf skincare products.

RECOMMENDATIONS

Based on the research findings, in the Brand Image (X1) variable, the statement with the lowest score is found in the Brand Strength indicator, namely *"I often see the Kahf brand appearing in various TikTok contents,"* with an average score of 4.06. Therefore, Kahf is recommended to strengthen its brand image through more intensive digital promotion strategies, particularly on the TikTok platform, by increasing collaborations with content creators, enhancing the frequency of advertisements, and presenting more engaging and relevant content so that brand awareness and brand strength of Kahf can be further reinforced in consumers' minds.

In the Electronic Word of Mouth (E-WOM) (X2) variable, the statement with the lowest score is found in the Recommendation indicator, namely *"I often see other people recommending the Kahf brand online,"* with an average score of 4.04. Therefore, Kahf is advised to enhance online recommendation-based promotional activities by encouraging consumers to provide positive reviews and testimonials, strengthening collaborations with trusted influencers or reviewers, and building active interactions on digital media so that the dissemination of positive information about Kahf products can be further increased.

Furthermore, in the Purchase Decision (Y) variable, the statement with the lowest score is found in the Desire indicator, namely *"I feel motivated to try Kahf products after reading positive reviews,"* with an average score of 4.06. Therefore, Kahf is recommended to increase the attractiveness of positive reviews by showcasing authentic consumer testimonials, optimizing influencer-based marketing, and creatively highlighting product advantages to enhance consumers' interest and desire to purchase Kahf products.

REFERENCES

- Abad Amru Al Majid, S. (2022). Pengaruh Electronic Word Of Mouth Dan Brand Image Terhadap Sikap Dan Minat Beli Konsumen Pakaian Pada E. Jurnal Mahasiswa Bisnis & Manajemen, 1(03), 24-38.
- Abi Mantara, M., & Yulianthini, N. N. (2022). Faktor-Faktor yang menentukan keputusan pembelian secara online di Bukalapak pada mahasiswa Fakultas Ekonomi Undiksha. *Prospek: Jurnal Manajemen dan Bisnis*, 4(2), 168-177.
- Arsyalan, A. G., & Ariyanti, M. (2019). Pengaruh Electronic Word of Mouth (eWOM) Terhadap Keputusan Pembelian Masyarakat Bandung di Shoppe. *Jurnal E-Proceeding of Management*, 6(3), 55-66.
- Astuti, L. M. Y. (2021). Pengaruh Citra Merek dan Electronic Word of Mouth Terhadap Keputusan Penggunaan Pada Marketplace Lazada di Kabupaten Buleleng (Doctoral dissertation, Universitas Pendidikan Ganesha).
- Azizah, A., & Suarni, A. (2024). Pengaruh Strategi Pemasaran Online Terhadap Keputusan Pembelian Konsumen Pada PT. Hadji Kalla Cabang Malili Kab. Luwu Timur. *Journal of Accounting, Management, Economics, and Business (ANALYSIS)*, 2(2), 119-126.
- Hamidah, D., Purba, S., & Rangkuti, I. (2023). Strategi manajemen pemasaran pendidikan dalam meningkatkan antusiasme calon peserta didik baru di Sekolah MTSS Nurul Ilmi Desa Pantai Gemi Kecamatan Stabat. Serunai: *Jurnal Ilmiah Ilmu Pendidikan*, 9(1), 77-87.
- Harahap, D. A. (2015). Analisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen di Pajak USU (PAJUS) Medan. *Jurnal keuangan dan bisnis*, 7(3), 227-242.

- Hasnah, H., Irzami, M. F., Ramdhani, M. Y. H. A., Bilisani, M. A., Yudhistira, M. K. H., & Purnawijaya, B. M. (2024). Pengaruh Viral Marketing dan Brand Image terhadap Keputusan Pembelian Kahf di Tiktok Shop. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 23(3), 257-265.
- Kotler, P. T., & Armstrong, G. (2017). *Principles of Marketing* (17 ed.). Harlow: Pearson Education.
- Maulinda, I., Kurniati, R. R., & Zunaida, D. (2023). Pengaruh Citra Merek dan Electronic Word of Mouth (E-Wom) Terhadap Keputusan Pembelian (Studi pada Konsumen UMKM Spicypedia). *JlAGABI (Jurnal Ilmu Administrasi Niaga/Bisnis)*, 14(2), 122-133.
- Mardiana, D., & Sijabat, R. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian. *Jurnal Khatulistiwa Informatika*, 6(1), 9-13.
- Muttaqin, A. K., & Pasaribu, V. L. D. (2024). Pengaruh Digital Marketing dan Word Of Mouth terhadap Keputusan Pembelian Produk Online pada E-Commerce Tokopedia (Studi Kasus pada Mahasiswa Prodi Manajemen S1 Reguler C Kamis Universitas Pamulang). *Economics and Digital Business Review*, 5(2), 943-970.
- Nasruddin, N. (2021). Pengaruh strategi pemasaran terhadap keputusan pembelian mobil Toyota di PT. Hadji Kalla Cabang Palopo. *MANDAR: Management Development and Applied Research Journal*, 3(2), 19-27.
- Nurfadillah, R., & Damayanti, R. W. (2024). Pengaruh Kualitas Produk, Citra Merek, dan Persepsi Harga Terhadap Keputusan Pembelian Produk Skintific (Studi Kasus Mahasiswa Yogyakarta). *Jurnal Ekonomi Manajemen Dan Bisnis (JEMB)*, 2(1), 150-164.
- Nur'aini, A., Husna, A. W., Asih, A. S., Kharisma, A., & Hastuti, I. (2022). Analisis faktor-faktor yang mempengaruhi keputusan pembelian. In *Prosiding Seminar Nasional Hukum, Bisnis, Sains dan Teknologi* (Vol. 2, No. 1, pp. 57-57).
- Nuraidah, N., & Megawati, L. (2023). Pengaruh Digital Marketing dan e-wom terhadap Keputusan Pembelian Produk Skincare Ms Glow (Survei pada Pelanggan Store Ms Glow Sukabumi). *Jurnal Ilmiah Wahana Pendidikan*, 9(8), 386-400.
- Pasaribu, V. L. D., & Setiawan, R. (2024). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian di Optik Sejahtera Depok. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(1), 155-163.
- Pasaribu, V. L. (2022). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian sepeda motor TVS. *Business Management Journal*, 18(1), 37-49.

- Pardede, R., & Haryadi, T. Y. (2017). Pengaruh persepsi harga dan kualitas produk terhadap keputusan pembelian konsumen yang dimediasi kepuasan konsumen. *Journal of Business & Applied Management*, 10(1).
- Prayustika, P. A. (2017). Kajian literatur: manakah yang lebih efektif? traditional word of mouth atau electronic word of mouth. *Matrix: Jurnal Manajemen Teknologi Dan Informatika*, 6(3), 168.
- Ragatirta, L. P., & Tiningrum, E. (2020). Pengaruh atmosphere store, desain produk dan citra merek terhadap keputusan pembelian (Studi kasus di rown division Surakarta). *Excellent*, 7(2), 143-152.
- Sampe, Y. D., & Tahalele, M. (2023). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian smartphone merek Vivo pada Toko Bandung Jaya AY Patty Ambon. *Jurnal Administrasi Terapan*, 2(1), 48-59.
- Sinaga, B. A., & Sulistiono, S. (2020). Pengaruh electronic word of mouth dan promosi media sosial terhadap minat beli pada produk fashion Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 79-94.
- Sunatajaya, H., & Pasaribu, V. L. D. (2025). The Influence of Electronic Word of Mouth and Product Quality on the Decision to Purchase Car Carpet Products at CJ Accessories Stores at BSD Autopart. *Contemporary Journal of Applied Sciences*, 3(8), 529-542.
- Syamtoro, B., Wahidah, N. R., & Kencana, P. N. (2024). Pengaruh Strategi Promosi Dan Pelayanan Terhadap Keputusan Pemilihan Jasa Pada PT. Bina Edu Pratama. *Jurnal Ilman: Jurnal Ilmu Manajemen*, 12(1), 7-10.
- Utomo, B. S., & Hendrati, I. M. (2024). The Influence of Marketing Mix on the Purchase Decision of Pristine 8.6+ Drinking Water Products in Sidoarjo Regency, East Java. *Eduvest-Journal of Universal Studies*, 4(9), 8228-8237.
- Wijayanto, I. (2013). Pengaruh citra merek terhadap loyalitas konsumen. *Jurnal Ilmu Manajemen (JIM)*, 1(3).
- Widiastuti, H., & Widowati, S. Y. Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian. *l. Fokus Ekonomi*, 9.
- Yuliasuti, L. M., & Susila, G. P. A. J. (2021). Pengaruh Citra Merek dan Electronic Word of Mouth Terhadap Keputusan Penggunaan Pada Marketplace Lazada di Kabupaten Buleleng. *Jurnal Pendidikan Ekonomi Undiksha*, 13(1), 22-30.
- Yulindasari, E. R., & Fikriyah, K. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 3(1), 55-69..