



Journal of Economics Education and Entrepreneurship

Vol. 6, No. 2, August 2025, pp. 125-142

<https://ppjp.ulm.ac.id/journals/index.php/jee/issue/view/908>

ISSN: 2746-5438 (Print) | 2745-729X (Online)



The Influence of Brand Image, Product Quality, and E-WOM on Purchasing Decisions on the Shopee Marketplace in Sidoarjo

¹Reza Hilal Pradana, ^{2*}Rizky Eka Febriansah, ³Misti Hariasih

^{1,2,3} Muhammadiyah University of Sidoarjo, Indonesia

Article Info

Keywords:

Brand image
Product quality
E-WOM
Purchasing decision
Quantitative methods

ABSTRACT

Brand Image, Product Quality, and E-WOM are factors that influence purchasing decisions. In practice, many companies still do not realize how important these three are in influencing purchasing decisions. Therefore, this research needs to be carried out to prove that there is a significant influence of brand image, product quality and e-WOM on purchasing decisions. Researchers chose Shopee as the object in this research. This research uses quantitative methods with non-probability techniques using purposive sampling to obtain the data needed by researchers by distributing questionnaires to respondents. The analysis techniques used in this research include validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression tests, coefficient of determination test, T tests. This study shows that brand image, product quality, and e-wom have a significant influence on purchasing decisions partially.

This is an open access article under the CC-BY-SA 4.0



*Corresponding Author:

Rizky Eka Febriansah

Faculty of Business, Law, and Social Sciences, Muhammadiyah University of Sidoarjo

Jl. Mojopahit No. 666 B, Sidowayah, Celep, Kec. Sidoarjo, Sidoarjo Regency, East Java 61215, Indonesia

Email: rizkyfebriyanzah@umsida.ac.id

Submitted 4 Jan 2025; Accepted 22 Jan 2025; Published 30 August 2025

How to cite: Pradana, R. H., Febriansah, R. E., & Hariasih, M. (2025). The Influence of Brand Image, Product Quality, and E-WOM on Purchasing Decisions on the Shopee Marketplace in Sidoarjo. *Journal of Economics Education and Entrepreneurship*, 6(2), 125-142. <https://doi.org/10.20527/jee.v6i2.14563>.

1. INTRODUCTION

The increasingly developing technology has a major impact on today's business world. The increasingly widespread development of digital technology is reshaping business dynamics and global competition. To stay ahead, businesses must be smart in recognizing opportunities and utilizing effective marketing strategies to influence consumer purchasing decisions, especially as preferences and tastes continue to evolve. Buying and selling transactions to meet daily needs are currently carried out online through various available e-commerce platforms, without

having to meet face to face like buying and selling transactions in general. Consumers are more effective and efficient in buying and selling transactions.

Therefore, e-commerce has changed the principle of using the payment system which was originally carried out traditionally (face to face), has now changed so that both buyers and sellers do not have to meet in person (Febriansah, 2024). The popular mobile application-based e-commerce in Indonesia and is the main player is Shopee.

Based on data on SimilarWeb, Shopee is an e-commerce with a marketplace category that is the most visited site in Indonesia during April-June 2024. Shopee is far superior to several of its competitors in the marketplace category. Shopee is very popular in Indonesia and still ranks first with the most visitors compared to several marketplaces that are also popular in Indonesia (Rifathurrahman & Chaniago, 2024).

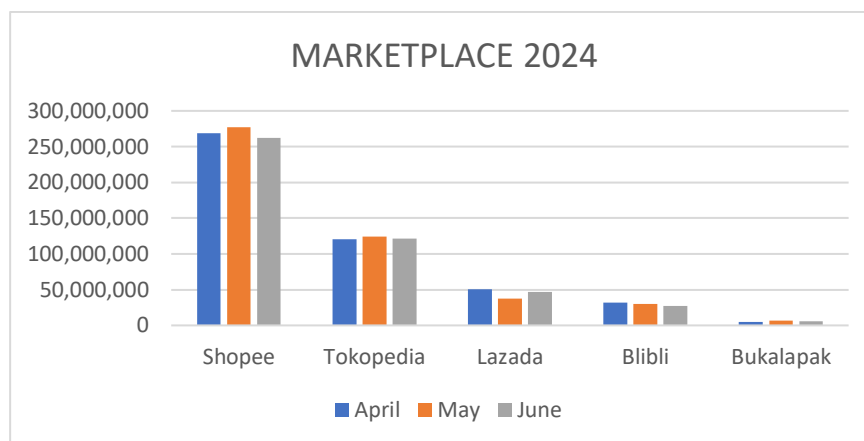


Figure 1. Marketplace Data with the Most Visitors April – June 2024

Source: SimilarWeb

Shopee as the number one marketplace that is widely used by consumers today. Shopee makes it easy for consumers to find the products they need effectively and efficiently. The shopping experience created comfort for consumers. The attractive promotions provided make consumers feel they are getting benefits when shopping at Shopee. Promotional programs such as live shopping features, flash sales, free shipping, free shipping, cashback, payments with Shopee coins obtained from playing games, and various payment methods are Shopee's advantages compared to other marketplaces (Ismaya et al., 2024).

The convenience offered by the marketplace today makes consumers increasingly shop through e-commerce to meet their various needs. Before consumers make a purchasing decision, there are several factors that can be considered, such as brand image, product quality, electronic word of mouth (e-WOM), and so on. By considering these factors, it is hoped that the goods purchased can last a long time and are suitable for use. Competitive competition occurs between brands with similar types of products as a sign of the high intensity of competition in the market. Therefore, every business actor must build a brand image that sticks in the minds of consumers. Brand image is an association and consumer belief in a brand that has an extrinsic character to distinguish it from competitors who succeed in meeting consumer perceptions (Firdaus et al., 2024)(Solihin & Kamal, 2023). Brand image reflects what is in consumers' minds when they interact with or hear about a brand. So the better consumers see the brand image of a company, the more consumer confidence will increase in making purchasing decisions (Mothersbaugh et al., n.d.). Creating a good brand image is certainly not an easy thing for marketers today. Products that have a strong brand image will influence

consumers to buy, thus having a positive impact on the company (Arianty & Andira, 2021; Na'im, 2024; Nofiana & Wardani, 2024).

Brand Image is the overall perception that impresses consumers towards a brand and the impression is relatively consistent in the minds of consumers towards a company's products. Consumers' perspectives to evaluate the performance of a product (Dinda Kianjung Herlozi, Armalia Reny W A, Hasbulloh, M. Renandi Ekatama Surya, Desmon, Maria Septijantini Alie, 2024)(Nuryanti et al., 2023). So it is not easy to form an impressive image, so that the image that has been formed from the beginning will be difficult to change (Haksanggulawan et al., 2023; Pramesti & Setyawan, 2024; Talunohi et al., 2022) Brand image can also come from the experiences felt by customers. If the brand image is viewed favorably, consumers will not hesitate to buy and make repeat purchases afterwards and a brand image that is viewed poorly will make customers less interested (Cua et al., 2024; Putri et al., 2024).

The experience of a brand that is communicated to customers to customer assessments is a depiction of further involvement that provides a unique experience for customers with the brand (Febrianty et al., 2023). This study (Miati, 2020) mentions 3 indicators to measure brand image as follows: Favorability: The extent to which consumers have a good view of a particular brand. As a reflection of how the brand is viewed and appreciated by consumers. Includes consumer perception, satisfaction, and level of trust in a brand. Uniqueness: The more unique a brand is compared to other brands in the minds of consumers. Reflects the brand's ability to highlight differences as characteristics that other brands do not have. Unique brands tend to attract consumers' attention and provide a lasting impression. Strength: The ability of brand image to influence consumers. The stronger the brand image built by the company, the more it can create customer trust and loyalty, as well as high preference among consumers. A strong brand image can also generate sales growth and long-term competitive advantage.

The quality of the product received is not suitable for use or does not match the product purchased, which can affect future purchasing decisions because they are disappointed with the value obtained from the product that has been purchased and used by the consumer. Quality is a representative of the reliability of a product. Product quality includes the appearance of a product, product design, value obtained from the product, and product condition. In the transaction process, the owner must be able to provide quality products so that consumers feel the value given by the product (Putri et al., 2021)(Khulwani et al., 2023). The suitability of the product offered to consumers can increase consumer purchasing decisions. Therefore, more attention is needed regarding the quality of a product that is currently needed in order to meet customer needs (Angger & Andarini, 2024; Priyadi et al., 2024)

Product quality is the ability of a product to carry out its function and be able to meet the criteria and meet consumer expectations so that consumers feel the value of the product (Hadi et al., 2024; Puspitasari & Nurmaning, 2024) (Diven & Khoiri, 2023)(Nasrullah, Antin Rakhmawati, 2024). The quality of a product has a fairly close correlation with consumer attitudes, where product quality can establish a relationship between consumers and the company. The quality of the products received by consumers influences consumer satisfaction and trust in the company (Dwi Pratiwi et al., 2024)(Jaka Permana, Steven Jourdan, 2024). Product quality that provides more value can be an advantage for a company in competition (Ma'ruf et al., 2024; Nahdia Lini, Bahtiar Efendi, Heri Purwanto, 2024). Therefore, products must be adapted to the needs and desires of buyers so that product marketing can run well (Nasution et al., 2020).

Product quality in this research has the following indicators: Durability: The durability of a product includes how long the product can be used by consumers (Sari & Soliha, 2021). Long-lasting products provide added value for consumers so they can increase consumer satisfaction and build a positive image, as well as influence purchasing decisions. Aesthetics:

A product's ability to stimulate the five senses. Aesthetics give the impression that the product has more value than other products. Aesthetics is a factor in assessing product quality because it influences consumer perceptions and becomes its own attraction as a product differentiator which becomes a competitive advantage. Conformity to specifications: Product accuracy, namely the product must comply with established standards and meet expectations. Conformity to specifications in product quality influences consumer perceptions which can influence purchasing decisions.

In addition to product quality, another factor that influences purchasing decisions is e-WOM. E-WOM plays an important role in finding information before consumers make purchasing decisions. Information spread on the internet can be positive or negative. If positive information is received by consumers, it becomes a promotion that has a positive impact. If negative information is obtained by consumers, it will reduce the consumer's purchasing decision (Badriyah et al., 2023; Wibowo et al., 2024; Amarazka & Dewi, 2020). E-WOM can also be a source for collecting information about a product that will influence purchasing decisions. E-WOM can be used by companies as evaluation material or input so that company performance improves. Not a few companies also use E-WOM to bring down their competitors' businesses. It can be seen that E-WOM has positive and negative impacts that can influence purchasing decisions (Suryabawa, 2024 ; Robbyllah, 2023; Komang & Ni Nyoman, 2023).

Electronic Word of Mouth is a digital marketing tool that contains positive or negative word of mouth communication carried out by individuals or groups about a product with the aim of providing information. The information produced can be in the form of recommendations or suggestions and criticisms of the product. This communication aims for the company concerned to be able to improve regarding the suggestions and criticisms submitted by buyers to the company via the internet (Nugraha, 2025; Wijaya et al., 2024; Aminda et al., 2023). E-wom can also create positive promotions. Consumers who have felt the value of the product can share their experiences through social networks with other internet users. The experience of previous buyers can also be used as a reference before deciding to buy a product or service (Darmawan & Setiawan, 2024 ; Kurniawati, 2020). E-wom as marketing and reference in the form of communication that provides various services such as forums, social media and websites. With a fairly wide reach on the internet, it allows interaction between old and new buyers to exchange information that can be free promotion for the Company (Rahmah Lailatul Hikmah, 2024; Raya & Saputro, 2024; Nurasmı & Andriana, 2024); Tanthowi et al., 2004).

E-wom has three indicators Raya & Saputro (2024) as follows: Intensity: How often and how much consumer opinions about a product are expressed on social networking sites. On this social networking site, customers can provide information, interact with other users, and provide reviews of a product. Valence of Opinion: Positive or negative comments from consumers about products, services, and brands. Comments can also provide recommendations to other users through social networks. Positive or negative comments shared can influence consumer purchasing decisions. Content: A collection of data in the form of information that is widely distributed in various media related to products and services from a brand. This content can influence purchasing decisions can be assessed from how clear the information provided from a content to the public on social networks.

Purchasing Decision is an evaluation stage that forms various preferences until consumer problems can be solved. The decision-making process can be influenced by consumer buying habits. Consumers buy based on the brands they like the most. This consumer habit is a challenge for companies to be liked by many consumers by paying attention to the factors that influence consumer purchasing decisions. Purchasing decisions play a very vital role in determining strategies to satisfy consumer needs in competition with competitors in the future

(Anggraeni, 2021; Hernawan, 2021; S. Wibowo et al., 2021). Purchasing decisions start from consumer needs and wants. After knowing the needs, consumers look for various available information and determine various alternative choices to compare before deciding to buy a product from a brand with the aim of fulfilling the needs (Nukak et al., 2024; Lestiyani & Purwanto, 2024; Anggraini et al., 2025; Purnomo, 2024). Purchasing decisions are decisions that result from various considerations to buy a product or service. Purchasing decisions measure the extent to which a company is able to market its products to consumers. Therefore, purchasing decisions play a very important role in the company's profits in terms of the number of products that can be sold. In purchasing decisions, consumers go through several processes starting from recognizing problems, seeking information, evaluating whether there are alternatives to solve their problems, then making purchasing decisions (Hardena & Batu, 2024).

In this study (Kedaton et al., 2022) stated the following purchasing decision indicators: Product stability: Product reliability and consistency provide product value as expected by consumers. As a benchmark for how well the product can survive and benefit consumers. Repeat Purchase: As an evaluation of consumer satisfaction with the products they buy. Reflects the level of consumer trust and loyalty to a particular product or brand, as well as satisfaction with previous purchases. Recommend: Is an indicator of an effective purchasing decision. Consumers recommend products or brands to others which reflects their satisfaction and trust in the product. Wants and Needs: Important concepts in deciding to buy a product. Consumers' subjective desire for a product to be owned and used. While needs refer more to what consumers must fulfill.

Research where the results of this study indicate that the brand image variable has a significant effect on purchasing decisions at Bhinneka.com conducted (Dairina, 2022). While in this study (Nasution et al., 2020) there is a rejection of the hypothesis that there is no influence of brand image on purchasing decisions at Shopee. Furthermore, in this study (Aldini Nofta Martini et al., 2021) product quality significantly influences product purchasing decisions on the purchase of Oppo cellphones in Pagar Alam City. Meanwhile, in the study (Okta Viana & Hartati, 2022) there is a rejection of the hypothesis that product quality does not influence the purchasing decision process at Mie Gacoan in the Special Region of Yogyakarta. In the study on e-WOM in this study (Yulindasari & Fikriyah, 2022) it has a positive effect on purchasing decisions for halal cosmetics at Shopee. However, in this study (Agustina et al., 2023) it says that e-WOM has no effect on purchasing decisions for Erigo products. This study is based on previous literature reviews as the basis for scientific statements and this study is an important thing that can be done because there is a research gap that can be developed in this study. In addition, the novelty in this study is that there has not been any research found that combines the variables of Brand Image, Product Quality, and E-WOM on Purchasing Decisions on the Shopee Marketplace in Sidoarjo. The results of this study are expected to be a reference for companies in developing more effective marketing strategies. The formulation of the problem in this study is how brand image, product quality, and e-wom can influence purchasing decisions on the Shopee marketplace in Sidoarjo. This study can help business people to implement effective marketing strategies by taking into account factors that can influence consumer purchasing decisions. Based on the explanation of the introduction and the formulation of the problem above, this study is included in the SDGs 12 category which aims to create encouragement for consumers to adopt a sustainable lifestyle. <https://sdgs.un.org/goals/goal12>

The hypotheses of this study are:

H1: Brand Image (X1) has a significant influence on Purchasing Decisions (Y) on the Shopee marketplace in Sidoarjo.

H2: Product Quality (X2) has a significant influence on Purchasing Decisions (Y) on the Shopee marketplace in Sidoarjo.

H3: E-WOM (X3) has a significant influence on Purchasing Decisions (Y) on the Shopee marketplace in Sidoarjo.

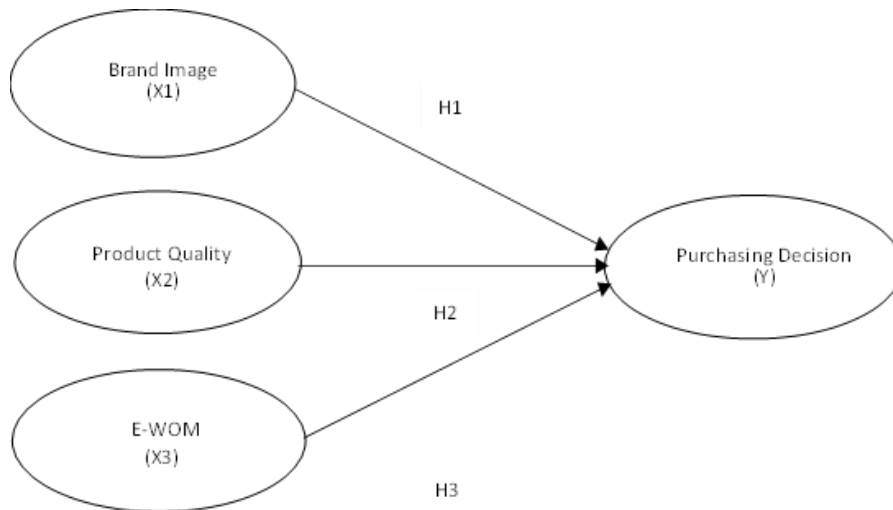


Figure 2. Research Framework, prepared by researchers (2024)

2. METHOD

Quantitative research using non-probability sampling techniques with purposive sampling types to determine how brand image, product quality, and E-WOM influence purchasing decisions on the Shopee marketplace in Sidoarjo. This study uses a sample of respondents who meet the following criteria:

1. Respondents in this study are domiciled in Sidoarjo
2. Respondents are users of the Shopee application
3. Respondents are aged ≥ 17 years - 50 years

The sampling technique used in this study is in the form of purposive sampling. Purposive sampling is used by researchers to take samples with criteria that must be met by respondents (Rizky et al., 2023). This study uses primary data. The source of this primary data was obtained by researchers by distributing questionnaires to respondents to obtain a number of information directly. The data collection technique in this study was through a questionnaire created by the researcher and then distributed via Google form with an interval scale measured based on a Likert scale, namely scale 1 (Strongly Disagree), scale 2 (Disagree), scale 3 (Indifferent), scale 4 (Agree), scale 5 (Strongly Agree). To determine the unknown population, the researcher used the lemeshow formula (error = 10%). Namely: $N = Z^2 \cdot P \cdot (1-P) / d^2$, $N = 1,962.0,5(1-0,5) / 0,12$, $N = 3,8416.0,25 / 0,01$, $N = 96,04$.

The number of samples according to lemeshow is 96.04. The researcher rounded the sample to 100 respondents for Shopee application users domiciled in Sidoarjo. Calculated using the lemeshow formula because the population is unknown (Lee et al., 2024). The data analysis technique will use the SPSS version 25 application with various tests that will be carried out in this study including validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple regression analysis, and T tests.

3. RESULTS AND DISCUSSION

3.1 Results

Validity Test

To assess whether the questionnaire is reliable, a validity test needs to be conducted. Validity test is a benchmark to show the level of validity of an instrument. An instrument is considered valid if it can measure what is desired and can prove the data of the variables studied accurately. The validity test is said to be invalid if $r \text{ count} < r \text{ table}$ and is said to be valid if $r \text{ count} > r \text{ table}$ the variable is said to be valid (Hari Subagyo & Chairunisha Febriana, 2020).

Table 1. Validity Test

No	Brand Image	R Value Count		Purchasing Decision	R table Value	Information
		Product Quality	E-WOM			
1	0,464	0,612	0,712	0,722	0,19	Valid
2	0,634	0,697	0,732	0,597	0,19	Valid
3	0,631	0,748	0,696	0,530	0,19	Valid
4				0,594	0,19	Valid

In table 1, it is known that all statement items of brand image variables, product quality, e-wom, and purchasing decisions as a whole there are 13 statements, having a calculated r value $> r \text{ table}$. This shows that the variables are said to be valid.

Reliability Test

A questionnaire is said to be reliable if a person's answers to the statements are consistent over time. If the Cronbach's alpha value $> R \text{ table}$ or greater than 0.70 then the research instrument can be said to be reliable (Hari Subagyo & Chairunisha Febriana, 2020).

Table 2. Reliability Test

No	Brand Image	Cronbach's Alpha		Purchasing Decision	Composite Reliability	Information
		Product Quality	E-WOM			
1	0,912	0,905	0,902	0,900	0,70	Reliable
2	0,905	0,901	0,901	0,905	0,70	Reliable
3	0,905	0,899	0,901	0,908	0,70	Reliable
4				0,906	0,70	Reliable

In table 2, the Cronbach's alpha value is greater than 0.70. So the respondents' answers are proven to be reliable and can be used in research. Thus, all statements regarding the variables in the research can be trusted.

Normality Test

The normality test aims to test the regression model, the interfering variables/residuals have a normal distribution. The normality test uses the Kolmogorov Smirnov test. Data is said to be normal if the significant value is > 0.05 and is said to be abnormal if the significant value is < 0.05 (Hari Subagyo & Chairunisha Febriana, 2020).

Table 3. Normality Test

	Unstandardized Residual
N	100
Normal Parameters ^{a,b} Mean	.0000000
Standar Deviation	142.384.336
Most Extreme Differences Absolute	.101
Positive	.056
Negative	-.101
Test Statistic	.101
Asymp. Sig. (2-tailed)	0.14 ^c
Monte Carlo Sig. (2-tailed)	.248d

In table 3, it shows based on the results of the normality test that the Monte Carlo Sig. (2-tailed) value is $0.248 > 0.05$ and the data is normally distributed. The distribution of the data used in this investigation is consistent with the standard assumption.

Multicollinearity Test

To find out whether there is a perfect linear relationship to some or all variables. If the Tolerance value > 0.10 or the VIF value is less than 10, it indicates a multicollinearity-free regression model (Hari Subagyo & Chairunisha Febriana, 2020).

Table 4. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig	Collinearity Statistic	
	B	Std. Error				Tolerance	VIF
1(Constant)	2.867	.794		3.609	.000		
Brand Image	.121	.079	.109	1.540	.127	.474	2.111
Product Quality	.230	.117	.189	1.971	.052	.261	3.838
E-WOM	.792	.107	.637	7.379	.000	.320	3.124

a. Dependent Variable : Purchasing Decision

In table 4, it is known that the tolerance value for each independent variable is greater than 0.10 and the VIF value is less than 10. So according to the provisions determined, the independent variables are multicollinear.

Heteroscedasticity Test

This study uses the Glejser test with the help of the SPSS program. The significance value of the variable is greater than 0.05, it is stated that there is no heteroscedasticity, while the significance value of the variable is less than 0.05, it is stated that there is heteroscedasticity (Hari Subagyo & Chairunisha Febriana, 2020).

Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std. Error			
1(Constant)	.441	.064		6.845	.000
Brand Image	-.048	.033	-.192	-1.478	.143
Product Quality	-.070	.055	-.243	-1.266	.209
E-WOM	-.033	.044	-.124	-.749	.455

a. Dependent Variable : absRes2

In table 5, the variables Brand Image (X1), Product Quality (X2), and E-WOM (X3) have significant values greater than 0.05. This indicates that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Test

Aiming to determine the magnitude of the relationship between the variables Brand Image (X1), Product Quality (X2), E-WOM (X3), and Purchase Decision (Y) requires a multiple linear regression test (Hari Subagyo & Chairunisha Febriana, 2020). The results of the multiple linear regression analysis test are in table 6 and the results are as follows:

Table 6. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.867	.326		8.803	.000
Brand Image	.121	.032	.122	3.757	.000
Product Quality	.230	.048	.210	4.808	.000
E-WOM	.792	.044	.709	17.998	.000

a. Dependent Variable : Purchasing Decision

$$Y = 2.867 + 0.121 X_1 + 0.230 X_2 + 0.792 X_3$$

The results of the multiple regression test describe the constant value of 2.867. If the brand image variables (X1), product quality (X2), and e-wom (X3) are constant, then the purchasing decision variable (Y) is 2.867 or a positive constant value. The Brand Image regression coefficient (b1) has a positive value of 0.121, indicating that the purchasing decision will also increase by 0.121 if the brand image changes by one unit, with the opinion of product quality and e-wom constant. The Product Quality regression coefficient (b2) has a positive value of 0.230, indicating that the purchasing decision will also increase by 0.230, if the product quality changes by one unit, with the opinion of brand image and e-wom constant. The E-WOM regression coefficient (b3) has a positive value of 0.792, indicating that purchasing decisions will also increase by 0.792, if e-WOM changes by one unit, with brand image and product quality opinions remaining constant.

Coefficient of Determination Test

Measuring the extent to which the model is able to explain the variation of the dependent variable. If the coefficient of determination is small, it indicates that the ability of the independent variables to explain the variation of the dependent variable is very limited. On the other hand, the coefficient of determination value is close to one, indicating that the independent variables are able to provide the information needed to predict the dependent variables (Hari Subagyo & Chairunisha Febriana, 2020).

Table 7. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878a	.771	.763	144.592

a. Predictors: (Constant), Visitor Satisfaction, Service Quality

b. Dependent Variable: Customer Loyalty

The R square (R²) value in the data in table 7 above is 0.771 or 77.1%. This shows that the variables of brand image, product quality, and e-wom have an effect of 77.1% on purchasing decisions. While the remaining 22.9% can be explained by other factors.

T-test

To find out how well the independent variable affects the dependent variable by comparing the calculated t value of each independent variable with the t table using a 5% or 0.05 error rate. If the calculated T value > T table, it can be said that the independent variable has an influence on the dependent variable (Hari Subagyo & Chairunisha Febriana, 2020).

Table 8. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.867	.326		8.803	.000
1 Brand Image	.121	.032	.122	3.757	.000
Product Quality	.230	.048	.210	4.808	.000
E-WOM	.792	.044	.709	17.998	.000

a. Dependent Variable : Purchasing Decision

The results of the t-test it is clear that there is an influence of brand image on purchasing decisions shows that the brand image variable has a significant value of 0.000 <0.05 with a calculated t of 3.757> t table 1.984 so it can be said that brand image significantly influences purchasing decisions on the Shopee marketplace in Sidoarjo, the influence of product quality on purchasing decisions shows that the product quality variable has a significant value of 0.000 <0.05 with a calculated t of 4.808> t table 1.984 so it can be said that product quality significantly influences purchasing decisions on the Shopee marketplace in Sidoarjo, and the influence of e-wom on purchasing decisions shows that the e-wom variable has a significant value of 0.000 <0.05 with a calculated t of 17.998> t table 1.984 so it can be said that e-wom significantly influences purchasing decisions on the Shopee marketplace in Sidoarjo.

3.2 Discussion

The table shows that this study aims to test the effect of Brand Image, Product Quality and E-WOM on Purchasing Decisions on the Shopee Marketplace in Sidoarjo. This study formulated 3 hypotheses and analyzed using quantitative methods of non-probability sampling techniques with purposive sampling and analyzed using SPSS version 25. The results of the analysis showed that the 3 hypotheses in this study were supported.

The first hypothesis aims to test Brand Image on Purchasing Decisions on the Shopee marketplace in Sidoarjo. This study found that there is a positive and significant influence between brand image on purchasing decisions of the Sidoarjo community on the Shopee application. The better the brand image of a company, the more consumer confidence will increase in making purchasing decisions. A strong brand image will influence consumers to buy, thus having a positive impact on the company (Arianty & Andira, 2021; Na'im, 2024; Nofiana & Wardani, 2024). The results of this study are in line with previous studies which show that Brand Image has a positive effect on Purchasing Decisions (Dairina, 2022). In other

findings, it is shown that brand image also directly and positively influences purchase interest (Maharani et al., 2024; Napitu et al., 2024).

The second hypothesis found that there is a positive and significant influence between Product Quality and Purchasing Decisions. The suitability of the product offered to consumers can increase consumer purchasing decisions. Therefore, more attention is needed regarding the quality of a product that is currently needed in order to meet customer needs (Tonce, SE., MM Yoseph Darius Purnama Ranga, SE., 2022). This finding is in line with previous studies that show a positive relationship between Product Quality and Purchasing Decisions (Aldini Nofta Martini et al., 2021). In other findings, it is shown that product quality also directly and positively affects customer satisfaction (Aprillaurel & Halim, 2024; Munzir et al., 2021).

The third hypothesis found that there is a positive and significant influence between E-WOM and Purchasing Decisions. This hypothesis is the hypothesis with the highest t-statistic value compared to other hypotheses. E-wom can also create positive promotions. Consumers who have felt the value of the product can share their experiences through social networks with other internet users. The experience of previous buyers can also be used as a reference before deciding to buy a product or service (Darmawan & Setiawan, 2024; Kurniawati, 2020). This finding is in line with previous studies that show a positive relationship between E=WOM and Purchasing Decisions (Yulindasari & Fikriyah, 2022). In other findings, it was shown that e-wom also directly and positively influences impulse buying (Rizqia Savitri & Riva'i, 2024; Sifdasani, 2024).

4. CONCLUSION

Testing of previous data resulted in findings that showed the highest value that can be interpreted as the variable with the greatest influence, namely E-WOM on Purchasing Decisions with a t-statistic value of 17.998, Product Quality on Purchasing Decisions with a t-statistic value of 4.808, and Brand Image on Purchasing Decisions with a t-statistic value of 3.757. E-WOM has a positive and significant effect on Purchasing Decisions on the Shopee Marketplace in Sidoarjo, meaning that relevant interactions and information about Shopee on the internet will help consumers make good purchasing decisions. Product Quality has a positive and significant effect on Purchasing Decisions on the Shopee Marketplace in Sidoarjo, meaning that the quality of the products provided by Shopee is sufficient to convince consumers that the products they will receive are in accordance with and meet expectations. Brand Image has a positive and significant effect on Purchasing Decisions on the Shopee Marketplace in Sidoarjo, meaning that the impression built and conveyed by Shopee to consumers has a good impact. So it makes it easier for consumers to make purchasing decisions because Shopee's brand image is very good in the eyes of consumers. By considering these three variables wisely, it is hoped that consumers will be better at making purchasing decisions. This is because they have wide access to technology, information spread across the internet, and Shopee's ability to provide quality products and create a good brand image for consumers. Thus, consumers can avoid detrimental purchasing decisions and be more selective in shopping at e-commerce.

ACKNOWLEDGEMENTS

I would like to express my gratitude to both parents, the supervising lecturer and all friends who have been willing to fill out the questionnaire in this study. For your motivation and contribution, I would like to say thank you so much so that this study can be completed well.

REFERENCES

- Agustina, R., Hinggo, H. T., & Zaki, H. (2023). *Pengaruh Brand Ambassador , E-Wom , Dan Brand Trust*. 2(1), 433–443.
- Aldini Nofta Martini, Ahmad Feriyansyah, & Sella Venanza. (2021). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Oppo Di Kota Pagar Alam. *Jurnal Aktiva : Riset Akuntansi Dan Keuangan*, 2(3), 132–142. <https://doi.org/10.52005/Aktiva.V2i3.82>
- Amarazka, V., & Dewi, R. S. (2020). Pengaruh Kualitas Produk Dan E-Wom Terhadap Keputusan Pembelian Portobello Semarang. *Jurnal Ilmu Administrasi Bisnis*, 9(4), 507–513. <https://doi.org/10.14710/Jiab.2020.28791>
- Angger, G., & Andarini, S. (2024). Pengaruh Influencer Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Erigo Apparel. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(1), 11–21. <https://doi.org/10.47467/Alkharaj.V6i1.202>
- Anggraini, F., Ahmadi, M. A., & Surakarta, U. M. (2025). *Pengaruh Influencer Marketing Terhadap Keputusan Pembelian Produk Kecantikan Di Kalangan Generasi Z : Literature Review*. 3.
- Aprillaurel, L., & Halim, P. A. (2024). Pengaruh Customer Relationship Management Dan Kualitas Produk Terhadap Kepuasan Pelanggan Pt Itoya Self Photo. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (Mea)*, 8(1), 1667–1679. <https://doi.org/10.31955/Mea.V8i1.3891>
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50. <https://doi.org/10.30596/Maneggio.V4i1.6766>
- Badriyah Badriyah, Sukiyah Sukiyah, Siti Mariskah, & Riki Gana Suyatna. (2023). Pengaruh Electronic Word Of Mouth Dan Persepsi Harga Terhadap Keputusan Pembelian Dalam Membeli Seblak Di Daerah Tirtayasa. *Jurnal Manuhara : Pusat Penelitian Ilmu Manajemen Dan Bisnis*, 2(1), 288–294. <https://doi.org/10.61132/Manuhara.V2i1.567>
- Cua, S., Haris Saputra, M., Dwi Anggara, A., Saputra, A., & Delya, A. (2024). Pengaruh Harga, Kualitas, Citra Merek Terhadap Keputusan Pembelian Produk Roti Merek Sari Roti Di Kota Jambi. *Jurnal Ilmiah Manajemen Dan Kewirausahaan (Jumanage)*, 3(1), 311–322. <https://doi.org/10.33998/Jumanage.2024.3.1.1584>
- Dairina, L. (2022). Pengaruh Brand Image Terhadap Keputusan Pembelian. *At-Tawassuth: Jurnal Ekonomi Islam*, 7(1), 118. <https://doi.org/10.30829/Ajei.V7i1.10586>
- Darmawan, A. T., & Setiawan, M. B. (2024). Pengaruh Influencer Marketing, Electronic Word Of Mouth Dan Social Media Marketing Terhadap Keputusan Pembelian (Studi Kasus Pada Pembelian Produk Erigo Di Kota Semarang). *Jesya*, 7(1), 778–789. <https://doi.org/10.36778/Jesya.V7i1.1412>
- Dinda Kianjung Herlozi, Armalia Reny W A, Hasbulloh, M. Renandi Ekatama Surya, Desmon, Maria Septijantini Alie, S. I. (2024). *The Influence Of Service Quality And Brand Image On Consumer Satisfaction And Its Impact On Consumer Loyalty Of Yamaha Lautan Teduh Kedaton*. 7.
- Diven, D., & Khoiri, M. (2023). Pengaruh Kualitas Produk, Iklan, Dan Persepsi Konsumen Terhadap Keputusan Pembelian Di Shopee. *Jesya*, 6(2), 1509–1516. <https://doi.org/10.36778/Jesya.V6i2.1063>
- Dwi Pratiwi, N., Dimiyati, M., & Supeni, N. (2024). Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga Dan Lokasi Terhadap Kepuasan Konsumen Rumah Makan Ayam

- Gephok Pak Giek Jember. *Riemba - Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(1), 272–284. <https://doi.org/10.31967/Riemba.V2i1.1056>
- Febriansah, R. (2024). The Analysis Of Services Marketing Mix On Students' Decisions In Choosing Universitas Muhammadiyah Sidoarjo. *Jrmsi - Jurnal Riset Manajemen Sains Indonesia*, 15(01), 46–57. <https://doi.org/10.21009/Jrmsi.015.1.05>
- Febrianty, E., Pudjoprastyono, H., & Ariescy, R. R. (2023). Pengaruh Kualitas Produk, Citra Merek Dan Gaya Hidup Terhadap Keputusan Pembelian Smartphone Iphone: *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 2870–2881. <https://doi.org/10.47467/Alkharaj.V6i2.4227>
- Firdaus, Z. M., Febriyanti, G., Sulistiawati, Jumiah, & Laksana, A. (2024). Peran Media Sosial Dan Citra Merek Dalam Minat Beli Ms Glow. *Education And Social Science Journal*, 1(2), 119–124.
- Hadi, R. K., Sulaeman, A., & Komarudin, K. (2024). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Pt. Airmas Perkasa. *Scientific Journal Of Reflection : Economic, Accounting, Management And Business*, 7(2), 545–553. <https://doi.org/10.37481/Sjr.V7i2.849>
- Haksanggulawan, A., Hajar, I., & Putera, A. (2023). Pengaruh Citra Merek, Kesesuaian Diri Dan Persepsi Kualitas Terhadap Niat Beli Konsumen Pada Baju Merek Lokal. *Jurnal Ekonomi, Manajemen Dan Akuntansi Sekolah Tinggi Ilmu Ekonomi Enam-Enam Kendari*, 1(2), 401–407.
- Hari Subagyo, W., & Chairunisha Febriana, R. (2020). Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Aqua Di Kelurahan Pabuaran Bogor. *Economicus*, 14(1), 78–89. <https://doi.org/10.47860/Economicus.V14i1.186>
- Ismaya, N. A. J., Astrian, R. W., & Kurnia, T. (2024). Perbandingan Keefektifan Berbelanja Online Melalui Aplikasi Shopee Dan Belanja Di Pasar: Menurut Konsep Islami Pada Masyarakat Usia 17-25 Tahun. *Karimah Tauhid*, 4(3), 3156–3157. <https://ojs.unida.ac.id/karimahtauhid/article/view/12263/4774>
- Jaka Permana, Steven Jourdan, I. T. (2024). Pengaruh Variasi Produk, Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Pt. Lautan Biru Raya. *Journal Of Management And Bussines (Jomb)*, 6, 1335–1344.
- Khulwani, A., Savitri, C., & Faddila, S. P. (2023). Pengaruh Influencer Janes Christina Dan Kualitas Produk Kosmetik Somethinc Terhadap Keputusan Pembelian Pada Aplikasi Tiktok. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(1), 815–833. <https://doi.org/10.47467/Alkharaj.V6i1.5028>
- Komang Y. A. C., Ni Nyoma, K. Y. (2023). *Event Marketing, E-Wom, Citra Merek Terhadap Niat Beli: Konsep Dan Aplikasi*.
- Kurniawati, N. (2020). Analisis Pengaruh Word Of Mouth Dan Citra Merek Terhadap Keputusan Pembelian Produk Kosmetik Makeover Kota Semarang. *Forum Ekonomi*, 22(2), 287–287. <file:///C:/Users/Hp/Downloads/7449-14699-1-Pb.Pdf>
- Lee, M., Claudia, D., Simanjuntak, Y., Sky, V., & Kunci, K. (2024). *Pengaruh Perceived Credibility Of Consumer , Perceived Image Of Consumers Dan Service Quality Dalam Social Marketing Terhadap Minat Beli Produk E-Commerce Shopee*. 10, 344–349.
- Lestiyani, D. N., & Purwanto, S. (2024). *Analisis Pengaruh Influencer Marketing Dan Brand Love Terhadap Keputusan Pembelian Produk Skincare Skintific*. 5(2), 886–898.
- Ma'ruf, N., Alfalisyado, A., Purwidiyanti, W., & Randikaparsa, I. (2024). Pengaruh Kualitas Produk, Inovasi Produk, Citra Merek Dan Digital Marketing Terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (Mea)*, 8(2), 1314–1330. <https://doi.org/10.31955/Mea.V8i2.4106>

- Maharani, H. I. D., Supardi, S., & Pramadeka, K. (2024). Pengaruh Label Halal Dan Brand Image Terhadap Minat Beli Masyarakat Pada Toko Bakery. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (Mea)*, 8(1), 940–956. <https://doi.org/10.31955/Mea.V8i1.3773>
- Miati, I. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi Pada Konsumen Gea Fashion Banjar). *Abiwara : Jurnal Vokasi Administrasi Bisnis*, 1(2), 71–83. <https://doi.org/10.31334/Abiwara.V1i2.795>
- Mothersbaugh, D. L., Hawkins, D. I., Mothersbaugh, L. L., & Tom, G. (N.D.). *Consumer Behavior*.
- Munzir, T., Tanjung, R., Ismanto, W., Arifin, A., & Manan, A. (2021). Pengaruh Kualitas Layanan Dan Kualitas Produk Terhadap Kepuasan Nasabah. *Jurnal Dimensi*, 10(1), 178–196. <https://doi.org/10.33373/Dms.V10i1.2986>
- Na'im, H. R. W. (2024). *Merek Dan Word Of Mouth Terhadap Kepuasan Pelanggan Transportasi Online (Gojek)*. 13(September), 1789–1805. <https://doi.org/10.34127/Jrlab.V13i3.1223>
- Nahdia Lini, Bahtiar Efendi, Heri Purwanto, A. Y. (2024). *Pengaruh Kualitas Produk, Lokasi, Promosi, Kepuasan Pelanggan, Dan Kualitas Pelayanan, Terhadap Keputusan Pembelian*. 3, 23–30. <https://doi.org/10.32699/Magna.V3i2.7884>
- Napitu, R., Sinaga, M. H., Munthe, R. N., & Purba, J. W. P. (2024). Pengaruh Electronic Word Of Mouth Dan Brand Image Terhadap Minat Beli Skincare Emina Pada Mahasiswa Fakultas Ekonomi Universitas Simalungun. *Manajemen : Jurnal Ekonomi*, 6(1), 78–94. <https://doi.org/10.36985/Manajemen.V6i1.1170>
- Nasrullah, Antin Rakhmawati, A. U. W. (2024). *Pengaruh Harga, Kualitas Produk Dan Gaya Hidup Terhadap Keputusan Pembelian Motor Honda Sport (Studi Kasus Di Kabupaten Pasuruan)*. 6(4), 10–24.
- Nasution, S. L., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh Kualitas Produk, Citra Merek, Kepercayaan, Kemudahan, Dan Harga Terhadap Keputusan Pembelian Pada E-Commerce Shopee (Survei Pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 7(1), 43–53. <https://doi.org/10.36987/Ecobi.V7i1.1528>
- Nofiana, L., & Wardani, R. (2024). Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Produk Nabati Siip Pada Pt. Pinus Merah Abadi Di Sampit. *Urnal Penerapan Ilmu Manajemen Dan Kewirausahaan*, 9(2), 127–137.
- Nugraha, J. P. (2025). *Analisis Pengaruh Digital Marketing Dan Electronic Word Of Mouth Terhadap Peningkatan Penjualan Produk Pada Umkm Pengolahan Produk Perikanan*. 4(2), 3910–3922.
- Nukak, S. R., Soepeno, D., Loindong, S. S. R., Ekuitas, P., Dan, M., Layanan, K., Keputusan, T., Nukak, S. R., Soepeno, D., & Loindong, S. S. R. (2024). *The Influence Of Brand Equity And Service Quality On The Purchase Decision Jurnal Emba Vol . 12 No . 01 Januari 2024 , Hal . 185-194*. 12(01), 185–194.
- Nurasmi, & Andriana Ana, N. (2024). Pengaruh Peran Beauty Vlogger, Electronic Word Of Mouth (E-Wom), Dan Brand Image Terhadap Keputusan Pembelian Produk Skincare Skintific Di Samarinda. *Management Studies And Entrepreneurship Journal*, 5(2), 4901–4920.
- Nuryanti, Fawazi, M. H., Basuki, H., & Wati, J. A. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Peyek Mak Nyus Jingglong Sutojayan Blitar). *Jurnal Pendidikan Dan Kewirausahaan*, 12(1), 299–310.
- Okta Viana, E., & Hartati, R. (2022). “Pengaruh Kualitas Produk, Harga, Dan Lokasi Terhadap Keputusan Pembelian” (Studi Pada Rumah Makan “Mie Gacoan” Di Daerah Istimewa

- Yogyakarta). *Cakrawangsa Bisnis*, 3(2), 149–164. [Http://Bappeda.Jogjaprovo.go.id](http://Bappeda.Jogjaprovo.go.id)
- Pramesti, C. W., & Setyawan, A. A. (2024). Pengaruh Citra Merek, Kualitas Produk Dan E-Wom Terhadap Minat Beli Produk Ramah Lingkungan. *Jurnal Bina Bangsa Ekonomika*, 17(1), 714–724.
- Priyadi, A., C. Widayati, C., Perkasa, D. H., Abdullah, M. A. F., & Ekhsan, M. (2024). Kualitas Produk, Kualitas Pelayanan Dan Lokasi Terhadap Keputusan Pembelian Di Gramedia Mall Central Park. *Journal Of Management And Bussines (Jomb)*, 6(3), 781–791. <https://doi.org/10.31539/Jomb.V6i3.7204>
- Purnomo, E. C. (2024). *Pengaruh Promotion Word Of Mouth Dan Citra Merek Terhadap Keputusan Pembelian Rokok Mocacino Pada Toko Meisya Di Sampit Oleh*. 18(1978), 3297–3312.
- Puspitasari, D., & Nurmaning, B. A. (2024). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Aksioma : Jurnal Sains Ekonomi Dan Edukasi*, 1(8), 461–472. <https://doi.org/10.62335/Dm8jbf14>
- Putri, N. D. P. D., Novitasari, D., Yuwono, T., & Asbari, M. (2021). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Journal Of Communication Education*, 15(1), 1267–1283. <https://doi.org/10.58217/Joce-Ip.V15i1.226>
- Putri, N. R., Rizan, M., & Febrilia, I. (2024). Pengaruh Electronic Word Of Mouth Terhadap Niat Pembelian Ulang Dengan Citra Merek Dan Kepercayaan Merek Sebagai Variabel Mediasi Pada Pengguna E-Commerce Di Jakarta. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 9(3 Se-), 1707–1725.
- Rahmah Lailatul Hikmah, W. B. (2024). Exploration Of The Impact Of E-Wom (Electronic Word Of Mouth) And Store Atmosphere On Consumer Purchasing Decisions Of Miniso Pink Mall Scp Samarinda City Mediated With Purchase Interest. *Costing: Journal Of Economic, Business And Accounting*, 7.
- Raya, F., & Saputro, E. P. (2024). Pengaruh Sosial Media Marketing, Elektronik Word Of Mouth Dan Persepsi Harga Terhadap Niat Beli Pada Smartphone Vivo. *Manajemen Dewantara*, 8(1), 93–102. <https://doi.org/10.30738/Md.V8i1.16517>
- Rifathurrahman, R. F., & Chaniago, H. (2024). *The Effect Of E-Service Quality On Repurchase Interests Of The Online Shopping Shopee Indonesia*. 13(1), 8–25.
- Rizky, M. S., Aguspriyani, Y., & Studi Perbankan Syariah Fakultas Ekonomi Dan Bisnis Islam, P. (2023). Teknik Pengambilan Sampel Purposive Dalam Mengatasi Kepercayaan Masyarakat Pada Bank Syariah Indonesia. *Neraca Manajemen, Ekonomi*, 3(1).
- Rizqia Savitri, R., & Riva'i, A. R. (2024). The Influence Of Flash Sale, Live Streaming And Electronic Word Of Mouth On Impulse Buying Among Shopee Users. *Management Studies And Entrepreneurship Journal*, 5(1), 1026–1033. <http://journal.yrpiiku.com/index.php/msej>
- Robbyllah M.M. E. B. U. (2023). Pengaruh Persepsi Harga Dan Electronic Word Of Mount Terhadap Minat Beli Sepatu Vans (Studi Kasus Pada Mahasiswa Universitas 17 Agustus Surabaya). *Musytari*, 3(1).
- Sari, D. P., & Soliha, E. (2021). Pengaruh Kualitas Produk , Persepsi Harga Dan Promosi Terhadap Proses Keputusan Pembelian E-Commerce Tokopedia. *Proceeding Sendiu Journal*, 2013, 341–348.
- Sifdasani, S. (2024). *Pengaruh Promosi, Visual Merchandising Online, Emosi Positif, E-Wom Dan Kepercayaan Terhadap Impulse Buying Mahasiswa Febi Uin Kh Abdurrahman Wahid ...* <http://etheses.uingusdur.ac.id/id/eprint/9603>
- Solihin, D., & Kamal, F. S. (2023). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Dealer Tunas Toyota Di Cinere Kota Depok. *Jurnal Arastirma*, 3(1), 206. <https://doi.org/10.32493/Arastirma.V3i1.32160>

- Suryabawa, I. K. M. (2024). *Peran Electronic Word Of Mouth , Servicescape , Dan Store Atmosphere Dalam Meningkatkan Keputusan Pembelian*. 4(7), 1383–1396.
- Talunohi, H., Hardilawati, W. L., & Fikri, K. (2022). Pengaruh Kualitas Produk, Citra Merek, Dan Kepercayaan Terhadap Keputusan Pembelian Pada E-Commerce Shopee Di Pekanbaru. *Jurnal Ilmiah Mahasiswa: Merdeka Emba*, 1(1), 24–34.
- Tanthowi, M., Basalamah, M. R., & Rachmawati. (2004). Pengaruh E-Wom (Electronic Word Of Mouth), Costumer Behavior, And Trust Terhadap Keputusan Pembelian Konsumen Pada Gloryal Kosmetik Praya. *Jurnal Riset Manajemen*, 13(01), 492–500.
- Wibowo, R. S., Wijayanto, A., Bisnis, D. A., & Diponegoro, U. (2024). *Pengaruh Citra Merek , Electronic Word Of Mouth Di Platform Youtube Terhadap Keputusan Pembelian Pada Pengguna Pendahuluan Pertanyaan Bagaimana Konsumen Memilih Diantara Alternatif Merek Setelah Menerima Informasi . Merupakan Keuntungan Jika Suatu Produk .* 13(2), 518–528.
- Wijaya, L. S. T., Fridayani, J. A., & Maridjo, H. (2024). Kepuasan Konsumen Sebagai Mediasi Pengaruh Electronic Word Of Mouth, Kualitas Layanan, Kualitas Produk, Dan Store Atmosphere Terhadap Minat Beli Ulang Mie Gacoan Di Yogyakarta. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, 12(1), 35–56. <https://doi.org/10.26740/Jepk.V12n1.P35-56>
- 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. <https://doi.org/10.47700/Jiefes.V3i1.4293>