

# The influence of product quality, brand image, and electronic-word of mouth on purchasing decisions (study on consumers of Bandeng Presto Bucin)

Sukma Putri Pertiwi<sup>1</sup>, Kristina Anindita Hayuningtias<sup>2</sup>

<sup>1,2</sup>Universitas Stikubank Semarang

Article Info	ABSTRACT
<b>Keywords:</b> product quality, brand image, E-WOM, purchasing decision	Sales of milkfish presto bucin experience a fluctuating cycle every month. In order to find out the cause, this study is intended to determine the influence of product quality, brand image, and electronic-word of mouth on purchasing decisions at Bandeng Presto Bucin. The research conducted on Presto Bucin milkfish consumers took samples with purposive sampling techniques, which are sampling techniques by selecting samples according to predetermined criteria. The data analysis used is multiple linear regression. From the processing of research data, it is proven that product quality, brand image, and electronic-word of mouth affect the purchase decision of Bandeng Presto Bucin.
This is an open access article under the <a href="#">CC BY-NC</a> license	<b>Corresponding Author:</b> Sukma Putri Pertiwi Universitas Stikubank Semarang <a href="mailto:sukmaputriperitiwi@mhs.unisbank.ac.id">sukmaputriperitiwi@mhs.unisbank.ac.id</a>



## INTRODUCTION

The food industry is one of the business choices that has good prospects for development. One of the factors underlying the development of the food industry is because food is a basic need. Based on data quoted from the Central Statistics Agency (BPS) released in June 2022, there were 11,223 culinary businesses spread throughout Indonesia in 2020. With so many culinary businesses in Indonesia, there are a variety of products offered. One of them is the Presto milkfish processing business which is also a typical food of Semarang City.

In Semarang City itself there are various brands of pressure milkfish from several different manufacturers. In the data of MSMEs Bandeng Presto Semarang City in 2019/2020, there are 69 producers of Presto milkfish in Semarang City. This is in line with the ease of finding pressure milkfish sellers, both through manufacturers directly and through distributors. The number of businesses in the culinary sector causes competition between business actors. One of them is engaged in the processing business of pressure milkfish. Between brands with each other competing to win the competition, in order to maintain their existence in the culinary business.

There are many brands of pressure milkfish on the market. Of course, these brands have their own product quality and brand image, which will later be considered by consumers to determine purchasing decisions. In addition to product quality and brand

image, electronic-word of mouth or e-WOM also influences consumer purchasing decisions. The object of this study is milkfish presto Bucin. The selection of this research object is based on the fluctuating number of sales by Bucin presto milkfish as can be seen in table 1.

**Table 1** Presto Bucin Milkfish Sales Report January-June 2023

Month	Number Of Sales
January	900kg
February	750kg
March	660kg
April	1050kg
May	711kg
June	850kg

Source: Bandeng Presto Bucin data, 2023

Previous research caused some differences in results or Research Gap So that it further supports the conduct of this research. Through their research, Anggraeni & Soliha (2020) stated that the quality of products and the brand image of Lain Hati Lamper Coffee Semarang City influenced purchasing decisions. Meanwhile, Maiza et al. (2022) proved in their research that the quality of products from the Nazurah Hijab Store in Kubang Tungkek, Fifty City Regency does not affect consumer purchasing decisions. Prabowo et al. (2020) in their research explained that there is no influence on the brand image of Adidas sports shoes in purchasing decisions by consumers. Then in a study by Salsabila & Pradana (2023) stated: Electronic Word of Mouth influence the purchase decision of Somethinc skincare products on Shopee e-commerce. However, Hermansyah (2019) stated that Electronic-word of mouth does not influence the decision to choose to study at Universitas Brawijaya Based on the description described above, this research is focused on the topic, "The Effect of Product Quality, Brand Image, and e-WOM towards Presto Milkfish Purchase Decision in Semarang City".

## Literature Review

### Purchasing Decision

According to Schiffman & Kanuk (2004: 507) in Iranita (2020), a purchase decision is a selection from two or more alternative purchasing decision options, meaning that someone can make a decision, there must be several alternative choices. Consumer actions in making decisions to buy a product can be a solution to the problems they face. So that alternative choices can be considered in order to determine decisions that bring benefits to consumers themselves.

There are several things that will affect the purchase decision and make a decision of consumers to make their purchase decisions. Kotler (2013: 204) quoted from Iranita (2020), stated that the purchase process went through five stages. The stages of consumer purchases include:

1. Problem recognition  
The purchase process begins with a problem or need felt by consumers
2. Information search  
Consumers look for information both stored in memory (internal) and information obtained from the environment (external).
3. Evaluation of alternatives (validation of alternatif)  
Consumers evaluate various alternative options to meet these needs.
4. Purchase Decision  
Consumers who have made choices against various alternatives usually buy the most preferred product.
5. Post purchase behavior  
Consumer satisfaction or dissatisfaction with a product will affect subsequent purchase behavior. If satisfied consumers will make repeat purchases while if consumers are not satisfied it will stop purchasing products, even doing a bad perception of word of mouth on products.

### **Product Quality**

Quoted in Delimah Pasaribu (2021), Product quality is the ability of the product to display its function, this includes the usability time of the product, reliability, ease, use and repair, and other values (Kotler and Armstrong, 2012). Product quality indicates the durability of the product, the reliability of the product, the precision (precision) of the product, easy to operate and maintain and other attributes assessed. Product quality describes the extent of the product's ability to meet consumer needs. So, product quality is the quality of a product that is expected to provide results or performance according to or exceeding consumer desires.

Product quality is a description of the extent of the product's ability to meet consumer needs. Product quality can be said to be the quality of a product that is expected to provide results or performance according to or exceeding consumer desires. The decision to buy a product should consider the quality of the product. Like Bandeng Presto Bucin which strives to show its best quality to attract consumers to be able to increase its sales.

Previous research revealed that there is a significant positive influence between product quality on purchasing decisions. The research in question includes Kusumawati & Hayuningtias (2022), Eltonia & Hayuningtias (2021), Ummat & Hayuningtias (2022), Vauzand & Soliha (2022), Anggraeni & Soliha (2020), Ardiansyah & Soliha (2022), Adi & Soliha (2022), Permatasari & Tjahjaningsih (2022). Based on the results of the study, hypotheses as follows were proposed: H1: Product quality positively influences purchasing decisions

### **Brand Image**

Quoted from Pratama & Hayuningtias (2022), Shimp (2000) stated that brand image can be considered as a type of association that arises in the minds of consumers when remembering a certain brand. So it can be concluded that brand image is an association that arises in the minds of consumers when remembering a brand. Thus the brand image that is built can be an identity and a reflection of the vision, excellence, quality standards,

service and commitment of business actors or owners. Of course, brand image is very influential in the business continuity of business actors, so it needs to be maintained so that it always gets a good image in the eyes of consumers.

Brand image is an association that arises in the minds of consumers when remembering a brand. Thus, business actors will always build a good brand image in order to give a good impression and image to consumers. Bandeng Presto Bucin also tries to build a good image in order to leave a good impression on consumers.

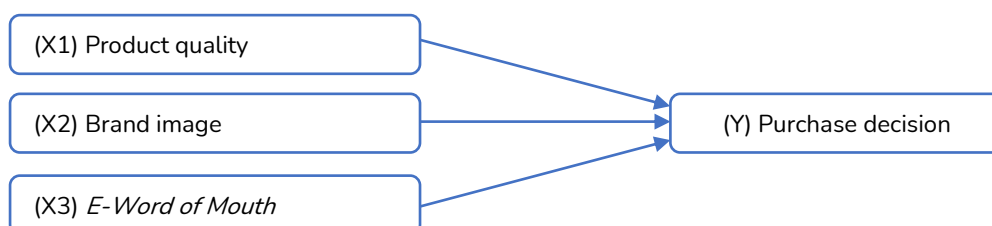
Previous research revealed that there is a significant positive influence between brand image on purchasing decisions. The research in question includes Eltonia & Hayuningtias (2021), Pratama & Hayuningtias (2022), Vauzand & Soliha (2022), Anggraeni & Soliha (2020), Jelita et al. (2022). Based on the results of the study, hypotheses as follows were proposed: H2: Brand image positively influences purchasing decisions

### Electronic Word of Mouth (E-WOM)

According to Kotler and Keller (2016) quoted in Ravelia (2022), E-WOM (Electronic-Word of Mouth) is a form of marketing with internet media to produce information spread by word of mouth. E-WOM It can be a positive or negative statement made by a person or former customer based on perceived experience of using a product or service. When the review is positive, it can be used as a medium to promote the product. So, E-WOM is a form of marketing through internet media in the form of information spread by word of mouth based on perceived experience regarding the use of a product or service.

E-WOM is a form of marketing through internet media in the form of information spread by word of mouth based on perceived experience regarding the use of a product or service. Generally, E-WOM is in the form of reviews or reviews through internet media written by consumers after buying a product. Usually these reviews contain consumer experiences and impressions after using a product or service. Bandeng Presto Bucin uses social media such as Facebook and WhatsApp to get testimonials from consumers.

Previous research revealed that there is a significant positive influence between brand image on purchasing decisions. The research in question includes Fadhilah & Saputra (2021), Salsabila & Pradana (2023), Riandari (2023), Yusuf et al. (2023), Rechia & Wulansari (2023), Rohmah et al. (2023), Wiranata et al. (2023). Based on the results of the study, hypotheses as follows were proposed: H3: Brand image positively influences purchasing decisions From the description above, the research framework can be described as follows:



## METHOD

The sampling technique in this study used the technique Non Probability Sampling by using purposive sampling. Purposive sampling done by taking subjects not based on random, strata, but certain criteria that have been set by researchers (Arikunto, 2010: 183). The sample in this study was 127 consumers who had purchased Bandeng Presto Bucin, with characteristics at least 17 years old and had purchased Bandeng Presto Bucin products at least once. The data collection technique used in this study was using questionnaires. In this study, a questionnaire was used using a five-level modified Likert scale. The results of the data collection were analyzed by multiple linear regression processed through SPSS

## RESULT AND DISCUSSION

### Description of Respondents

From the research conducted obtained the results as listed in table 2 as follows:

**Table 2** Description of Respondents

Characteristic	Criterion	Sum
Gender	Man	39
	Woman	88
	Total	127
Age	17-20 years	9
	21-24 years	18
	25-29 years	28
	29-30 years	1
	30-34 years	16
	>35 years	55
	Total	127
Work	Student	12
	PNS/ TNI/ POLRI	10
	Private employees	50
	Self employed	37
	Housewives	16
	Fisherman	1
	Baby Sister	1
	Total	127
Income	< IDR 1,000,000.00	17
	>IDR 1,000,000.00 – IDR 2,000,000.00	13
	>IDR 2,000,000.00 – IDR 3,000,000.00	25
	>IDR 3,000,000.00 – IDR 4,000,0000.00	34
	> IDR 4,000,000.00	38
	Total	127
Expense	< IDR 1,000,000.00	28
	>IDR 1,000,000.00 – IDR 2,000,000.00	33
	>IDR 2,000,000.00 – IDR 3,000,000.00	36

	>IDR 3,000,000.00 – IDR 4,000,0000.00	29
	> IDR 4,000,000.00	1
	Total	127
Purchase intensity	Once	16
	2-3 times	15
	>3 times	96
	Total	127

Source: Processed primary data, 2023

Through table 2, it can be seen that the most respondents are women, namely 88 respondents. Most respondents are over 35 years old, which is 55 respondents. So it can be known that the majority of Bandeng Presto Bucin consumers are mothers who usually buy daily necessities, one of which is food. The jobs of most respondents are private employees totaling 50 respondents. The income of respondents is at most more than Rp. 4,000,000.00, namely 38 respondents, with expenses of more than Rp. 2,000,000.00-Rp. 3,000,000.00 as many as 36 respondents. Presto Bucin milkfish consumers have a high income and have a good economy because the amount of expenditure is not greater than income. Most respondents, precisely 96 respondents out of a total of 127 respondents have bought Bandeng presto bucin more than 3 times, which means the majority of respondents are loyal customers.

### Test Instruments

#### a. Validity Test

The validity test was carried out using factor analysis with KMO value criteria (Kasier-Meyer-Olkhin) whose value must be more than 0.50 (Ghozali, 2013) and the loading factor value must be more than 0.5 (Heir et al, 2019).

**Table 3** Validity Test Results

Variable	KMO Value	Indicators	Matrix Components	Information
Product Quality (X1)	0,853	X1.1	0,757	Valid
		X1.2	0,697	Valid
		X1.3	0,717	Valid
		X1.4	0,611	Valid
		X1.5	0,741	Valid
		X1.6	0,768	Valid
		X1.7	0,750	Valid
		X1.8	0,719	Valid
Brand Image (X2)	0,587	X2.1	0,891	Valid
		X2.2	0,733	Valid
		X2.3	0,777	Valid
Electronic-Word of Mouth (E-WOM) (X3)	0,862	X3.1	0,765	Valid
		X3.2	0,798	Valid
		X3.3	0,839	Valid

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Variable	KMO Value	Indicators	Matrix Components	Information
Purchase Decision (Y)	0,809	X3.4	0,832	Valid
		X3.5	0,796	Valid
		X3.6	0,813	Valid
		Y1	0,663	Valid
		Y2	0,796	Valid
		Y3	0,719	Valid
		Y4	0,708	Valid
		Y5	0,771	Valid
		Y6	0,706	Valid

Source: Processed primary data, 2023

Based on the results of the validity test in table 3 shows that the KMO value of each research variable is greater than 0.50 which means that the required sample has been met. In addition, the value of the matrix component of each indicator has shown greater than 0.5 so that all indicators can be said to be valid and feasible to be used as instruments in research.

#### b. Reliability Test

A questionnaire is said to be reliable if the answers to the questions on the questionnaire are consistent over time. Then to measure reliability with the Cronbach Alpha static test (a). A construct or variable is said to be reliable if the value of Cronbach Alpha (a) > 0.70 (Ghozali, 2011: 48).

**Table 4** Reliability Test Results

Variable	Cronbach's Alpha	Alpha Standard	Information
Product Quality (X1)	0,859	0,7	Reliable
Brand Image (X2)	0,718	0,7	Reliable
E-WOM (X3)	0,891	0,7	Reliable
Purchase Decision (Y)	0,821	0,7	Reliable

Source: Processed primary data, 2023

From table 4 of the reliability test results above, it can be seen that Cronbach's Alpha Product Quality Variable of 0.859, Brand Image of 0.718, E-WOM of 0.891 and Purchase Decision of 0.821. It can be concluded that the value of Cronbach's Alpha more than 0.7, it can be stated that the variables Product Quality, Brand Image, E-WOM, and the Purchase Decision is declared Reliable or Consistent.

### Data Analysis

#### a. Multiple Linear Regression Analysis

The results of multiple linear regression from the data that have been collected are as follows:

**Table 5** Multiple Regression Results

Equation	Coefficient Determination (Adjusted R2)	Test F		Test t		Sign	Ket
		F Count	Sig.	Beta	T		
The influence of product quality on purchasing decisions	0,477	39,354	0.000b	0,180	2,233	0,027	H1 accepted
The influence of brand image on purchasing decisions				0,276	3,354	0,001	H2 accepted
E-WOM Influences Purchasing Decisions				0,387	4,892	0,000	H3 accepted

Source: Processed primary data, 2023

Based on table 5, the regression equation is as follows:

$$Y = 0.180X_1 + 0.276X_2 + 0.387X_3 + e$$

From this equation it can be concluded that:

1. The product quality variable has a Standardized Coefficients value of 0.180 which means that product quality affects purchasing decisions.
2. The brand image variable has a Standardized Coefficients value of 0.276 which means that brand image affects purchasing decisions.
3. The Electronic-Word of Mouth (E-WOM) variable has a Standardized Coefficients value of 0.387 which means that the Electronic-Word of Mouth (E-WOM) affects purchasing decisions.

**b. Coefficient of Determination (Adjusted R Square)**

The coefficient of determination from table 5 shows the value of (Adjusted R Square) amounted to 0.477. It is known that the value Adjusted R Square 0.477 means that 47.7% of the variation in the magnitude of purchasing decisions can be explained by variables such as product quality, brand image, and E-WOM. While the remaining 52.3% was influenced by other variables that were not included in the study.

**c. Simultaneous Significance Test (Statistical Test F)**

It can be seen from table 5 that Test F count = 39.354 and significance value of 0.000. A significance value of 0.000 or less than 0.05 can be concluded that product quality, brand image, and E-WOM simultaneously affect purchasing decisions. Then regression models are worth using in research.

#### d. Hypothesis Test (Test t)

The t test (partial test) is used to determine whether or not partial variables of product quality, brand image, and E-WOM have a significant effect on the variables of purchasing decision of Presto Bucin milkfish. The test was carried out by looking at the basic significance level of  $< 0.05$ . If the significant value  $< 0.05$  then the hypothesis is accepted, but if the significant value  $> 0.05$  then the hypothesis is rejected.

Based on data analysis from table 5 which is the result of data testing using SPSS, the results of Test t are obtained which are seen from the following significance:

1. The Effect of Product Quality Variables on Purchasing Decisions

Based on table 5, it can be seen that the significance value is  $0.027 <$  the level of significance  $\alpha = 5\%$  or  $(0.05)$  between product quality and purchasing decisions. Thus, the first hypothesis is accepted. It can be partially concluded that there is a significant influence between Product Quality and Purchasing Decisions.

2. The Effect of Brand Image Variables on Purchasing Decisions

Based on table 5, it can be seen that the significance value of  $0.001 >$  the level of significance  $\alpha = 5\%$  or  $(0.05)$  between brand image and purchase decisions. Thus, the second hypothesis is accepted. It can be partially concluded that there is a significant influence between brand image on purchasing decisions.

3. The Effect of Electronic-Word of Mouth (E-WOM) Variables on Purchasing Decisions

Based on table 5, it can be seen that the significance value is  $0.000 >$  the level of significance  $\alpha = 5\%$  or  $(0.05)$  between Electronic-Word of Mouth (E-WOM) to the purchase decision. Thus, the third hypothesis is accepted. It can be partially concluded that there is an influence between Electronic-Word of Mouth (E-WOM) on purchasing decisions.

#### Discussion

Based on the results of the research that has been done, it can be further analyzed with the following discussion:

##### **Product Quality Has a Positive and Significant Influence on Purchasing Decisions**

Based on research that has been done, it shows that product quality has a positive and significant effect on the purchase decision of Presto Bucin milkfish. The higher the quality of Bandeng Presto Bucin products, the higher the purchase decision. It can be seen from the value of Standardized Coefficients from the product quality variable of  $0.180$  which shows a positive number. So it can be interpreted that Product Quality has a positive effect on purchasing decisions. And it can be seen from table 5 that the significance value of  $0.000$  or less than  $0.05$  can be concluded that product quality significantly affects purchasing decisions.

In addition, the results of this study are also supported by previous studies on the same topic. The research in question includes Kusumawati & Hayuningtias (2022), Eltonia & Hayuningtias (2021), Ummat & Hayuningtias (2022), Vauzand & Soliha (2022), Anggraeni & Soliha (2020), Ardiansyah & Soliha (2022), Adi & Soliha (2022), Permatasari & Tjahjaningsih (2022). These studies reveal that there is an influence between product quality on purchasing decisions.

### **Brand Image Has a Positive and Significant Influence on Purchasing Decisions**

Based on research that has been done, it shows that brand image has a positive and significant effect on the purchase decision of Bandeng Presto Bucin. The higher the brand image of Bandeng Presto Bucin, the higher the purchase decision. The Standardized Coefficients value of the brand image variable is 0.276 which shows a positive number. Thus, the brand image has a positive influence on purchasing decisions. As well as it can be seen from table 5 that the significance value of 0.000 or less than 0.05 can be concluded that brand image significantly affects purchasing decisions.

Several studies on similar topics also show that there is an influence between brand image on purchasing decisions. The research in question includes Eltonia & Hayuningtias (2021), Pratama & Hayuningtias (2022), Vauzand & Soliha (2022), Anggraeni & Soliha (2020), Jelita et al. (2022).

### **Electronic-Word of Mouth (E-WOM) Has a Positive and Significant Influence on Purchasing Decisions**

Based on research that has been done, it shows that Electronic-Word of Mouth (E-WOM) has a positive and significant effect on the purchase decision of Bandeng Presto Bucin. The higher the Electronic-Word of Mouth (E-WOM) Bandeng Presto Bucin, the higher the purchase decision.

The Standardized Coefficients value of the Electronic-Word of Mouth (E-WOM) variable is 0.387 which shows a positive number. Thus, the Electronic-Word of Mouth (E-WOM) has a positive influence on purchasing decisions. As well as it can be seen from table 5 that the significance value of 0.000 or less than 0.05 it can be concluded that the Electronic-Word of Mouth (E-WOM) significantly affects purchasing decisions.

This research is also supported by previous studies on similar topics, which state that there is an influence between Electronic-Word of Mouth (E-WOM) on purchasing decisions. The research in question includes Fadhilah & Saputra (2021), Salsabila & Pradana (2023), Riandari (2023), Yusuf et al. (2023), Rechia & Wulansari (2023), Rohmah et al. (2023), Wiranata et al. (2023).

## **CONCLUSION**

When viewed from the results of data analysis and discussion results, it can be concluded that Based on research that has been done, it shows that in Bandeng Presto Bucin, product quality has a positive and significant influence on purchasing decisions. Based on research that has been done, it shows that in Bandeng Presto Bucin, brand image has a positive and significant influence on purchasing decisions. Based on research that has been done, it shows that in Bandeng Presto Bucin, Electronic-Word of Mouth (E-WOM) has a positive and significant influence on purchasing decisions.

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