

Research Article

The Influence of Electronic Word of Mouth, Product Quality, and Promotion on the Decision to Purchase Casablanca Deodorant in Batam

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Abstract: This study aims to determine the influence of electronic word of mouth, product quality, and promotion on the decision to purchase Casablanca deodorant in Batam. This study is a quantitative study. The population in this study are users of Casablanca brand deodorant who have made purchases in the Sekupang District. The population used in this study does not have a definite number. Because the number of the population used in this study is unknown, the researcher used Jacob Cohen's formula of 204 respondents. The technique used in this study is non-probability sampling with purposive sampling. The researcher used a questionnaire with several questions to be answered by the respondents. Based on the hypothesis testing results, it is known that the electronic word of mouth variable has a t-value of $2,636 > 1,971$ with a sign of $0,009 < 0,05$. The product quality variable had a t-value of $6,028 > 1,971$ with a sign of $0,000 < 0,05$. The promotion variable had a t-value of $3,405 > 1,971$ with a sign of $0,001 < 0,05$. This is obtained from the f-calculated value of 83,314, which is greater than the f-table value of 2,65, with a significance level of 0,000, which is less than 0,05. Electronic word of mouth, product quality, and promotions have a positive and significant effect on purchasing decisions.

Keywords: Consumer Behavior; Decision Purchase; Electronic Word of Mouth; Product Quality; Promotion.

1. Introduction

Indonesia is a tropical country with an average daily temperature of 27.43°C . The Riau Islands region is no exception, with maximum temperatures ranging from 31.6°C . High temperatures cause people to sweat easily, and excessive sweating can lead to body odour. Therefore, people in Indonesia have made it a habit to shower twice a day and use deodorant before leaving the house. Deodorant is a type of cosmetic product used in the armpit area to absorb sweat, help cover up and reduce body odour.

Companies compete with each other to constantly create new products so that customers remain interested in the products they make, thereby securing market share. This includes PT. Priskila Prima Makmur, better known by its brand name Casablanca, which has several products including Body Mist. Body Spray, Deodorant Roll On, Pomade, Spray Cologne. Deodorant Roll On. Casablanca has eight colours and categorises these eight colours into two groups: four colours consisting of black, blue, red, and silver for men, while gold, pink, violet, and white are for women. People today use technology to consider a product before purchasing it, so there are many platforms for product reviews. This activity, known as electronic word of mouth, has a strong influence on consumers when making purchasing decisions.

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E-WOM is trusted by consumers as a reliable source of information because it has been proven by previous consumers as concrete evidence and provides a perspective for consumers to make purchasing decisions (Darmawan & Setiawan, 2024). The emergence of the electronic word of mouth phenomenon is not planned by companies but rather results from the superiority of the goods or service (Anisa et al., 2022).

Research conducted by (Yulindasari & Fikriyah, 2022) shows that electronic word of mouth has a positive and significant influence on purchasing decisions. Meanwhile, research conducted by (Agustina et al., 2023) states that the variable of electronic word of mouth or E-WOM has a negative but significant influence on the variable of purchasing decisions. Due to the differences in the results of previous studies, this study shows how the variable of electronic word of mouth can influence purchasing decisions for Casablanca deodorant products in Batam, which has a relatively hot climate.

The existence of electronic word of mouth provides positive benefits for purchasing decisions because people know the quality of the products they are going to buy. Every company must strive to improve the quality of their products if they want their products to be competitive in the market to meet customer needs and desires. The essential requirement for a product to be accepted in the market is quality. A product can be said to be superior if it meets consumer expectations (Selvia et al., 2022). Research conducted by (Sisrahmayanti & Muslih, 2022) found that the product quality variable has an influence on the purchase decision variable, while research conducted by (Maiza et al., 2022) found that product quality has a negative and insignificant relationship with consumer purchase decisions.

There are studies that show different results regarding product quality and purchasing decisions. These differences may be due to the dissimilarity of the objects used, the location of the research, and the type of product used in the study. This is because consumers in different regions will certainly have different patterns when making purchasing decisions. Therefore, this study uses the product quality variable to determine its effect on the purchasing decision of Casablanca deodorant products in Batam.

Superior product quality leads to increased consumer purchases, but in order to maintain and expand its consumer network, the company must promote its products. Therefore, the company can have a structured form of promotion (Maky et al., 2024). Promotion is part of communication, more precisely a marketing process that involves providing information widely, influencing and persuading consumers so that they will purchase the product (Fernando & Simbolon, 2022).

Research conducted by (Maretiana & Abidin, 2022) found that there is a positive influence of the promotion variable on purchasing decisions, but another study conducted by (Faridah; et al., 2023) found that the promotion variable has no influence on purchasing decisions. Given the differences in research results, it is necessary to re-examine promotion to increase its effectiveness on purchasing decisions, especially for Casablanca deodorant products in Batam. Due to the advanced state of the times, companies will face intense promotional competition.

The final step taken by consumers, where they make a decision before actually purchasing a product, is called a purchase decision. This purchase decision aims to provide an overview of the right type of product, minimise products in order to obtain the right product, and serve as a consideration for various options to form an assessment of priorities (Abdul Kohar Septyadi et al., 2022).

Several research gaps present different problems for each variable. This provides a purpose for researchers to determine the influence of each variable—electronic word of mouth, product quality, and promotion—on the purchase decision of Casablanca deodorant in Batam.

2. Study Literature

Purchasing Desicion

A purchasing decision is an activity carried out by buyers to implement their actions during the purchase in order to meet their needs based on their satisfaction (Sari & Purwanto, 2022). According to research conducted by (Sani et al., 2022), these are some of the choices that make purchasing decisions diverse and implicit in order to make choices among many alternatives. The researchers concluded the definition of purchasing decisions based on several previous researchers' definitions, namely that purchasing decisions involve the insight to choose more than one product for customers in order to fulfil their needs in accordance with their satisfaction with the chosen product.

Electronic Word of Mouth

Electronic word of mouth, abbreviated as E-WOM, is a statement made by several consumers regarding goods or companies, where these consumer statements are available to potential consumers and institutions and can be easily accessed via the internet (Muninggar & Rahmadini, 2022). Research conducted by (Arif & Hidayah, 2023) indicates that electronic word of mouth is a new development that has been developed previously by word of mouth, which is a form of marketing communication conducted on the internet.

Based on several definitions from previous studies, electronic word of mouth is a marketing community that provides statements made by consumers who have previously used the product or service of an institution. These statements can be positive or negative and are made through the internet.

Product Quality

Product quality is what prospective buyers want when they intend to purchase a good or service, which has quality value and meets the expectations of prospective buyers (Aghitsni & Busyra, 2022). Another definition of product quality is a product from a company that has become a tangible form or is in line with and can exceed customer expectations (Winalda & Sudarwanto, 2021). The researchers concluded that product quality is an output of a company that has high quality so that it can be sold to potential customers. The product can meet customer expectations and fulfil customer needs because product quality can determine repeat purchases by customers, which is one of the objectives of marketing management.

Promotion

Promotion is an activity that involves disseminating the advantages of a product being offered in order to persuade consumers to buy it (Kojongan et al., 2022). Promotion is a useful activity for convincing customers by displaying products and influencing consumers to buy them (Setyadi, 2022). The author concludes that promotion is an activity that involves persuading customers to make a purchase after providing information about the promoted product so that customers will also engage in other activities, such as making a purchase.

Hypothesis

Hypothesis serve as provisional explanations for research findings. The following are the hypotheses for this investigation:

- H1: Electronic word of mouth has a positive and significant influence on the decision to purchase Casablanca deodorant.
- H2: Product quality has a positive and significant influence on the decision to purchase Casablanca deodorant.
- H3: Promotion has a positive and significant influence on the decision to purchase Casablanca deodorant.
- H4: Electronic word of mouth, product quality, and promotion have a positive and significant influence the decision to purchase Casablanca deodorant.

3. Proposed Method

Research Design

This study utilises quantitative research, Quantitative research is defined as research that involves measurement, calculation, formulas, and the accuracy of numerical data. These activities are applied in planning, implementation, hypothesis formulation, technique application, data evaluation, and conclusion drawing (Waruwu, 2023).

Population and Sample

The population in this study was users of Casablanca brand deodorant who had made purchases in the Sekupang District. Since the population size used in this study was unknown, the researcher used Jacob Cohen's formula. Thus, the sample size was at least 203.6 respondents, rounded up to 204 respondents.

Sample Technique

The technique used in this study is non-probability sampling with purposive sampling. The data obtained in this study comes from questionnaires and will be evaluated using descriptive statistical methods. Therefore, to facilitate data management, the SPSS program is required. The tests conducted include Validity Test, Reliability Test, Classical Assumption Test (Normality Test, Heteroscedasticity Test, Multicollinearity Test), and Hypothesis Test (Multiple Linear Regression Analysis, T-test, F-test, and Coefficient of Determination Test).

4. Results and Discussion

Gender of Respondents

Table 1. Respondent Gender.

Gender	Number of respondents	Presentase (%)
Male	44	21,6 %
Women	160	78,4 %
Quantity	204	100%

Source: SPSS Output 25, 2025

Based on the number of this study using 204 respondents, it can be concluded from the data listed in table 1 that the majority of users of Casablanca deodorant products are women. With a result of 160 or equivalent to 78.4% of respondents.

Respondent Age

Table 2. Respondent Age.

Age	Number of respondents	Presentase (%)
17-25 years old	145	71,1 %
26-30 years old	16	7,8 %
31-50 years old	25	12,3 %
>50 years old	18	8,8 %
Quantity	204	100 %

Source: SPSS Output 25, 2025

There are several age ranges used in this study. Based on the results in Table 2, it can be concluded that the majority of Casablanca deodorant users are consumers aged 17-25 years old, numbering 145 or 71.1% of respondents.

Validity Test

By considering the r_{table} value found in 204 samples with a 95% confidence level, a value of approximately 0.361 was found.

Table 3. Validity Test.

Item	R hitung	R tabel	Kesimpulan
X1.1	0.573		
X1.2	0.795		
X1.3	0.740		
X1.4	0.623		
X1.5	0.614		
X1.6	0.610		
X2.1	0.718		
X2.2	0.814		
X2.3	0.675		
X2.4	0.788		
X2.5	0.823		
X2.6	0.8		
X2.7	0.743		
X2.8	0.753		
X2.9	0.756	0.361	VALID
X2.10	0.772		
X2.11	0.685		
X2.12	0.785		
X3.1	0.676		
X3.2	0.754		
X3.3	0.859		
X3.4	0.899		
X3.5	0.803		
X3.6	0.799		
X3.7	0.641		
X3.8	0.499		
Y.1	0.787		
Y.2	0.833		
Y.3	0.885		

Y.4	0.899
Y.5	0.840
Y.6	0.837
Y.7	0.841
Y.8	0.662

Sumber: Output SPSS 25, 2025

Based on Table 3 concerning the validity test on each variable of electronic word of mouth (X1), product quality (X2), and promotion (X3) on purchasing decisions (Y), the results show validity using statement items with an R Count > 0.361 and can be declared valid based on statistical validity.

Reality Test

Table 4. Reality Test.

Variabel	Cronbach Alph	Limits	Remarks
Electronic Word of Mouth	0,734	0,60	Reliable
Product Quality	0,933		
Promotions	0,888		
Purchase decision	0,928		

Source: SPSS Output 25, 2025

Based on Table 4, it is evident that Cronbach's alpha for the Electronic Word of Mouth variable is 0,734, the Product Quality variable is 0,933, the Promotion variable is 0,888, and the Purchase Decision variable is 0,928. As a result, each statement item is considered reliable because it exceeds 0,60. Therefore, these statement items are dependable and reliable.

Normality Test

If the Sig value is less than 0,05, it can be interpreted that the data does not follow a normal distribution. On the other hand, if the Sig value exceeds 0,05, it can be concluded that Ha is accepted, indicating that the data follows a normal distribution pattern.

Table 5. Normality Test.

	Unstandardized residual
N	204
Normal parameters	Mean
	Hours of deviation
Most Extreme Difference	Absolute
	Positive
	Negative
Test Statistic	
Asymp. Sig (2-tailed)	.200 ^{c,d}

Source: SPSS Output 25, 2025

It is known from Table 5 that the data distribution is normal, as indicated by the fact that the Sig value reaches 0,200, exceeding the specified threshold of 0,05.

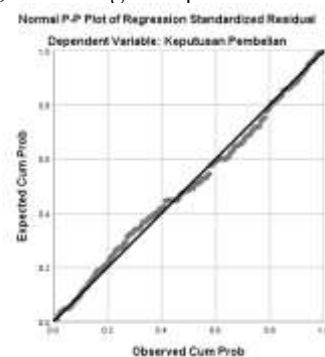


Figure 1. Normality Test.

Source: SPSS Output 25, 2025

Figure 1 shows that the pattern is attached to or parallel to the diagonal line, which implies that the normality test using a probability graph confirms the normal distribution.

Multicollinearity Test

Table 6 .Multicollinearity Test.

No	Model	Colinearity Statistic	VIF
		Tolerance	
1	<i>Electronic Word of Mouth</i>	0.659	1.517
2	Product Quality	0.373	2.682
3	Promotions	0.485	2.062
a. Dependent Variables: Purchasing Decisions			

Source: SPSS Output 25, 2025

From the information listed in Table 6, it can be seen that the VIF values for Electronic Word of Mouth (1.517), Product Quality (2.682), and Promotion (2.062) are all below the limit of 10. There are no indications of significant multicollinearity in these variables.

Heteroscedasity Test

The assessment of heteroscedasticity is based on the Sig level as a key parameter. If the Sig value exceeds the threshold of 0.05, this implies the absence of heteroscedasticity. The Glejser test, as a reliable analytical tool, is used to test and identify the presence of heteroscedasticity in the dataset concerned:

Table 7. Heteroskedacity Test

Model	Un-standardized B	Coefficients Std. Error	Standardized Coefficients Beta	Sig
1	(Rec- orded)	2.879	1.182	0.016
	<i>Electronic Word of Mouth</i>	0,080	0,054	0,141
	Product Quality	-0.012	0,034	0,713
	Promo- tions	-0.071	0,038	0,065
a. Dependent Variable: ABS_RES				

Source: SPSS Output 25, 2025

Based on the results in Table 7, electronic word of mouth ($0,141 > 0,05$), product quality ($0,713 > 0,05$), and promotion ($0,065 > 0,05$) can be stated that there is no significant heteroscedasticity trend in the data. In addition to this approach, heteroscedasticity was also examined by evaluating the random dispersion pattern seen in the scatterplot:

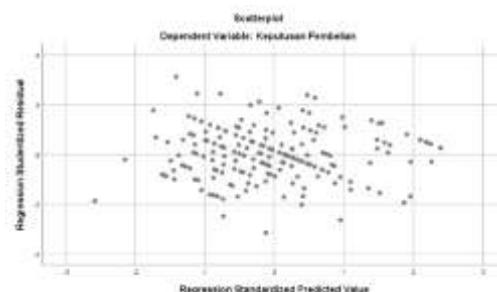


Figure 2. Scatterplot.

Source: SPSS Output 25, 2025

The scatter plot shown in Figure 2 clearly shows a random distribution of points, with some points above and some below zero. Thus, it can be concluded that there is no tendency for heteroscedasticity to occur.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis.

Model		Unstandardized Coefficients		Standardized Coefficients		t
		B	Std. Error	Beta		
I	(Constant)	4.907	1.872			2.621
	Electronic Word of Mouth	0.226	0.086	0.153		2.636
	Product Quality	0.322	0.053	0.465		6.028
	Promotions	0.206	0.060	0.230		3.405

a. Dependent Variables: Purchasing Decisions

Source: SPSS Output 25, 2025

This method is used to gain a deep understanding of the relationships between variables. The regression equation is formulated based on Table 4.17 as follows:

$$Y = 4.907 + 0.226X_1 + 0.322X_2 + 0.206X_3 + e$$

Explanation:

Y = Purchase decision, X₁ = Electronic Word of Mouth, X₂ = Product Quality, X₃ = Promotion, e = standard error.

Determination Coefficient Test

Table 9. Determination Coefficient Test.

Model	R	R Square	Adjusted R Square	R Std. Error of the Estimate
1	0,745a	0.555	0.549	2.91326

a. Predictors: (Constant), Promotion, Electronic Word of Mouth, Product Quality

Source: SPSS Output, 2025

Based on the information in Table 9, it can be seen that the R² coefficient has a value of 0.555, equivalent to 55.5%. It can therefore be concluded that the variables of electronic word of mouth, product quality, and promotion together have a 55.5% influence on consumer purchasing decisions. The remaining 44.5% is influenced by other variables in the context of this study.

T-Test (Partial)

Based on Table 8, T table = t ($\alpha/2$; n-k-1) = t (0.05/2 ; 204-3-1) = t (0.025 ; 200) = 1,971. From the calculation results, it is known that the t-table value in column 200 is 1.971. The explanation of the t-test is as follows: 1) Based on the statistical test results, the electronic word of mouth variable has a t-count of 2,636, which is higher than the t-table value of 1,971, and has a significance of 0,009, which is much lower than the specified limit of 0,05. These results prove that the first alternative hypothesis (H_{a1}) can be accepted. Thus, electronic word of mouth has a positive and significant effect on the decision to purchase Casablanca deodorant in Batam. 2) Based on the results of statistical testing, the product quality variable showed a t-value of 6,028, which was much higher than the t-table value of 1,971 and had a significance value of 0,000, which was smaller than the tolerance limit of 0,05. Based on these findings, the second alternative hypothesis (H_{a2}) was accepted. This indicates that product quality has a positive and significant effect on the decision to purchase Casablanca deodorant in Batam. 3) The promotion variable obtained a statistical test result for t-count of 3,405, which far exceeded the t-table result of 1,971, and a significance value of 0,001, which was smaller than the tolerance limit of 0,05. Therefore, the third alternative hypothesis (H_{a3}) can be accepted. This finding shows that the promotion variable has a positive and significant effect on the decision to purchase Casablanca deodorant in Batam.

F-Test (Simultaneous)**Table 10.** Test F (Simultaneous).

Model	Sum of Squares	df	Mean Square	F	Sig
1	Regres-sion	2121.273	3	707.091	83.314
	Residual	1697.414	200	8.487	
	Total	3818.686	203		
a. Variable dependents: Purchase Decision					
b. Predictors: (Constant), Promotion, Electronic Word of Mouth, Product quality					

Source: SPSS Output 25, 2025

To determine the F table, use the following formula:

$F \text{ table} = F(k ; n-k) = F(3 ; 204-3) = F(3; 201) = 2,65$. The analysis results show that the comparison between the fhitung and ftabel values produces a figure of 83,314, which far exceeds the ftabel value of 2,65, and a significance of 0.000, which is far below the tolerance limit of 0.05. Therefore, electronic word of mouth, product quality, and promotion collectively have a positive and significant impact on the decision to purchase Casablanca deodorant in the Batam City area.

Result Discussion***The Influence of Electronic Word of Mouth on Purchasing Decisions***

Based on the results of hypothesis testing, it is known that the electronic word of mouth variable has a t-value of $2,636 > 1,971$ with a sign of $0,009 < 0,05$, so H_a is accepted and H_0 is rejected. The test shows a positive value and has a significant effect on purchasing decisions. These findings indicate that the electronic word of mouth variable has a positive and significant effect on the purchasing decisions of Casablanca deodorant consumers. The results of this study are in line with (Marwida et al., 2023). The eWOM variable has a positive and significant impact on purchasing decisions. This is because buyers will have a strong purchasing decision when they find good e-wom on a product.

The Effect of Product Quality on Purchasing Decisions

Based on the results of hypothesis testing, it is known that the product quality variable has a t-value of $6,028 > 1,971$ with a sign of $0,000 < 0,05$, so H_a is accepted and H_0 is rejected. The test shows a positive value and has a significant effect on purchasing decisions. These findings indicate that product quality has a positive and significant effect on consumers' purchasing decisions for Casablanca deodorant. The results of this study are relevant to (Setiyadi, 2022) that product quality has a relevant and positive impact on purchasing decisions. It is stated that product quality has a positive influence on purchasing decisions, because if a company wants to improve product quality, it will increase purchasing decisions among consumers.

The Effect of Promotion on Purchasing Decisions

Based on the results of hypothesis testing, it is known that the product quality variable has a t-value of $3,405 > 1,971$ with a sign of $0,001 < 0,05$, so H_a is accepted and H_0 is rejected. The test shows a positive and significant effect on purchasing decisions. The results of this study are similar to those of (Rukmayanti & Fitriana, 2022), which found that promotion has a concrete benefit on purchasing decisions. Promotion carried out by companies is a form of communication explaining the benefits of a product and can increase consumer loyalty. Thus, consumers will make purchasing decisions for a product because they already have a mindset to buy based on the benefits of the product.

The Influence of Electronic Word of Mouth, Product Quality, and Promotion on Purchasing Decisions

Referring to the results of the hypothesis testing that has been carried out, it can be seen that fcount is 83,314, which is greater than ftable 2,65. With a significance of 0,000, which is far below 0,05. The coefficient of determination (R^2) test result has a value of 0,555, equivalent to 55,5%. It can be concluded that the variables of ewom, product quality, and promotion together have an influence of 55,5% on purchasing decisions. The remaining 44,5% is influenced by other variables in the context of this study. Therefore, this research contributes to the literature by integrating electronic word of mouth, product quality, and promotion in a single research model.

5. Conclusions

It can be concluded that the variable of electronic word of mouth has a positive and significant influence on purchasing decisions, product quality has a positive and significant influence on purchasing decisions, promotion has a positive and significant influence on purchasing decisions, and electronic word of mouth, product quality, and promotion have a positive and significant influence on purchasing decisions. Suggestions for further research could include other variables that influence purchasing decisions. In this study, electronic word of mouth, product quality, and promotion had an impact of 55.5%, with the remaining 44.5% influenced by other variables. The author hopes that this study can contribute to marketing management and knowledge.

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