



## THE ROLE OF WORD-OF-MOUTH IN MEDIATING PRODUCT QUALITY TOWARDS CONSUMER PURCHASE DECISION ON ALISSA HIJAB

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### Article history:

Submitted: 9 Juli 2022

Revised: 12 Agustus 2022

Accepted: 19 Agustus 2022

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### Keywords:

Product quality;

Word of mouth;

Purchase decision;

Online shop;

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### Kata Kunci:

Kualitas produk;

Dari mulut ke mulut;

keputusan pembelian;

Toko online;

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### Abstract

*This study aims to determine the influence of product quality in terms of word of mouth and purchase decisions, the influence of word of mouth and purchasing decisions and the role of word of mouth mediating the influence of product quality on the purchasing decision of Alissa hijab online shop in Denpasar city. The study was conducted by 120 respondents of the females in Denpasar city who had purchased Alissa Hijab products. The number of respondents was determined using the purposive sampling method, namely the sample determination technique using specific criteria. The data was obtained by distributing a questionnaire that was analyzed using path (path analysis) and a Sobel test. The test results state that the product quality variable has a positive and significant effect on word of mouth, the product quality variable has a positive and significant effect on purchase satisfaction, the word-of-mouth variable has a significant positive effect on purchasing turnover, and the word-of-mouth variable significantly mediates product quality to purchasing decisions.*

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dalam hal word of mouth dan keputusan pembelian, pengaruh word of mouth dan keputusan pembelian dan peran word of mouth memediasi pengaruh kualitas produk terhadap keputusan pembelian hijab Alissa online. toko di kota Denpasar. Penelitian dilakukan terhadap 120 responden berjenis kelamin perempuan di kota Denpasar yang pernah membeli produk Alissa Hijab. Jumlah responden ditentukan dengan menggunakan metode purposive sampling, yaitu teknik penentuan sampel dengan menggunakan kriteria tertentu. Data diperoleh dengan menyebarkan kuesioner yang dianalisis menggunakan jalur (path analysis) dan uji Sobel. Hasil pengujian menyatakan bahwa variabel kualitas produk berpengaruh positif dan signifikan terhadap word of mouth, variabel kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pembelian, variabel word of mouth berpengaruh positif signifikan terhadap omset pembelian, dan variabel word of mouth secara signifikan memediasi kualitas produk terhadap keputusan pembelian.

## INTRODUCTION

The MSME industry in the country is currently facing a difficult situation in this business environment that is constantly changing in complexity. Micro, Small and Medium Enterprises (MSMEs) have an essential role for the economy of the country or region, including in Indonesia. The development of the MSME sector contributes to increasing economic growth and reducing the country's poverty rate.

During the pandemic that has occurred, it has slowly created difficulties for existing MSMEs which makes MSMEs have to adapt in order to survive by starting to shift models business from the offline model switched to the online or digital model caused by social restrictions that had an impact on the business sector during the covid-19 pandemic at that time until this article was published, the problem of the Covid-19 pandemic was still not resolved, so the entrepreneurs had to adapt a lot and switch to trade online to be able to survive amid conditions and relevance to the sophistication of technology that continues to develop following the needs of today's society. The rapid development of technology coupled with the Covid-19 pandemic has further accelerated the public's able to use technology in various activities and transactions shopping to meet the needs of both primary, secondary, or tertiary needs.

For MSMEs, starting to do online shopping is an effort to market products and services and build relationships through internet media (Kotler & Armstrong, 2013: 223) can help MSME businesses remain can survive. Low operating expenses, and high business success are the focal points for businesses (Ratanavilaikul, 2018). Astaki and Purnami (2019) good consumer word of mouth about product quality causes a purchase decision.

Business actors make various efforts to increase their sales and satisfy the needs of their customers. In addition, attractive advertisements and promotions can make consumers feel curious about trying to buy the product. Advertising and promotion have a giant impactor on consumers' interests and purchasing decisions. Advertising and promotion's role in sales volume is significant (Tangkuman and Saerang, 2016).

Making a decision is a basic psychological process that plays a vital role in understanding consumers' purchasing decisions. According to Suharman (2014), the purchase decision is where the buyer or prospective buyer has made his choice and then buys the product and then consumes it. The purchase decision process is the process customers go through when buying a product (Marie *et al.*, 2016).

The purchase decision can be defined as a continuous process that refers to the consistency of Actions that are wise and carried out to meet satisfaction and needs. When someone buys, they go through several stages from weighing the options and looking for alternatives before deciding to make a purchase. So that consumer purchasing decisions are a series of choices made by consumers to make purchases (Oladepo & Odunlami, 2015).

Product quality is how the product has a value that can satisfy consumers physically and psychologically, showing the attributes or properties of an item or product (Kotler & Armstrong (2015). Knowing the quality of a product is an essential thing for most consumers; with them knowing the quality of a product, they begin to talk, and it is not uncommon to provide an assessment of the product, as well as compare the product with other products between the quality of the product and the price of the product. Then there was communication from the appraiser's results, which resulted in communication

from the mouth or what is called word of mouth. Consumers' purchasing decisions are not only updated by the quality of a product but infrequently influenced by word of mouth.

Communication from person to person between the source of the message and its recipient regarding a product, brand, or service is a word of mouth. (Alves *et al.*, 2016; Raouf & Esmaeel, 2022; Isanawikrama & Buana, 2022). Word of mouth as an exchange of ideas, thoughts, and comments between two or more consumers and none of them are marketers (Sumarwan, 2015). Word of mouth becomes a reference that requires customer expectations of a product (Martin *et al.*, 2015; Asnawati, *et al.*, 2022; Ihsan, *et al.*, 2022). Word of mouth has a significant influence on a person because the information is considered accurate and honest, and someone tends to trust the product information they hear from friends more, relatives or closest people who have an understanding of a product compared to information from advertisements (Nugraha *et al.*, 2015). Word of mouth aims to convey information about the attributes of various products and services, their use, or manufacturers (Dzian *et al.*, 2016). Word of mouth will occur naturally when people become supporters of a brand or product because they are satisfied with the product or brand, so that they have desires which comes from oneself to invite others enthusiastically to own the brand or product they use. Word of mouth affects consumers' decision-making process when they think they will buy a product (Lerrthairakul & Panjakajornsak, 2014; Saraswati & Giantari, 2022; Hossny, 2022). Effective word-of-mouth communication supports consumers in choosing products and services offered by berbagai companies (Rukhiana, 2017).

According to the research of Nugraha *et al.* (2015), the word-of-mouth variable has a significant influence on the variable of purchasing decisions. Then is also supported by research conducted by Anwar (2015), which shows that product quality positively and significantly affects consumers' purchasing decisions. The better the quality of a product, what happens is positive word of mouth, and this will cause purchase decisions made by consumers and vice versa.

Maintaining product quality is an important thing that must be done by MSME Alissa Hijab, which was founded in 2020 and located in Denpasar City, engaged in Muslim fashion marketing mainly carried out through online shops, ranging from Muslim clothing, hijab and gamis with market segmentation for adolescent and adult women. Alissa Hijab emphasizes Muslim fashion by using pastel and soft colors so that it does not provide black. Alissa Hijab stated that they always use materials that are high quality but the selling price they are made not expensive so that they can be affordable by all people considering their target market comes from teenagers to adults, so, Alissa Hijab can be said to be a fashionable hijab brand, quality materials and affordable prices. Alissa Hijab's Marketing Team prioritizes high sales numbers rather than taking a big profit in each of its products, because Alissa Hijab always uses quality suitable materials in each product and always follow the developmental model of the times, which by maintaining good quality and can provide prices which is good in each of its products from consumers who do not know the quality about Alissa Hijab products want to buy them considering the price is affordable and the model which keeps up with the times, the hope is that consumers know the quality of Alissa Hijab's products with the ability to make purchase

decisions like and consider and feel k u the alitas of good goods, the low price of goods, and good capital make consumers feel fasting for Alissa Hijab products so that what happens is a positive word of mouth where this can make consumers make a purchase decision on the product and talk about it voluntarily to others who hope to increase sales and market Alissa Hijab products are faster by helping word of mouth. In theory, if consumers are satisfied with a product, service, or brand, they will be more likely to keep buying it and telling people about experiences that benefit them with the product in question (Oslon & Paul, 2014).

Puspasari's research (2014) states that if a product has good quality and quality, consumers will feel happy using the product in question and the end, it will arise positive behavior and positive recommendations in others, customers who are satisfied with the quality of the products given by the company are also likely to make recommendations from the mouth of mouth is positive to others. (Irwanto *et al.*, 2013) stated that the quality of the product had a significant positive effect on positive word of mouth and the results of research by Rusadi & Sujito (2012) stated that the quality of the product had a positive effect on word of mouth positive. Consumers will give a negative response and a negative recommendation for a product with low quality and quality. From the results of previous studies, it can be drawn hypotheses as follows: H<sub>1</sub>: Quality production has a positive and significant effect on word of mouth

The influence of word of mouth in marketing will significantly impact a product itself; if word of mouth is positive, it will make consumers decide to buy Back to the product. The world of mouth variable has a significant influence on the variable of purchasing decisions, the positive information

obtained by potential consumers about a product encourages consumers to do paternity on purchases, according to research conducted by Nugraha *et al.* (2015). The results of this study are supported by research conducted by Astaki & Purnami (2019), which states that word of mouth has a positive and significant effect on purchases. If the experience is positive, word of mouth will have a positive impact, and vice versa. From the results of the previous study, the hypothesis in this study can be drawn as follows: H<sub>2</sub>: Word of mouth has a positive and significant effect on consumers' purchasing decisions

Consumers make the decision to buy goods or goods through long considerations to consider the product worthy of purchase. Entrepreneurs can provide the right strategy to attract the attention of consumers, one of which is by providing a good product. This is supported by research carried out by Anwar (2015), which states that the quality of products affects purchasing decisions. It is also supported by research conducted by Anis *et al.* (2015), which shows that quality products that are considered good by consumers will create purchasing decisions. The purchase decision will be made when the consumer has already chosen. Then it was supported again by research conducted by Astaki and Purnami (2019) quality products have a positive and significant impact on purchasing decisions. Based on the results of previous studies, this study the hypotheses as follows: H<sub>3</sub>: Quality products have a positive and significant effect on consumers' purchasing decisions

Word of mouth significantly influences variable purchasing decisions based on research conducted by Nugraha *et al.*, (2015). It is also supported by a study conducted by Anwar (2015) which states that the quality of the product affects the hassle of purchasing. In this case, the better quality a

product will cause the occurrence of positive word of mouth, with the presence of a positive word of mouth will result in the occurrence of a positive word of mouth will result in the occurrence of purchase decisions by consumers of such products. On the other hand, if the product has a bad quality, negative word of mouth is likely to cause no purchase decision for such products by consumers. In this case, the researcher can draw the hypothesis as follows: H<sub>4</sub>: Word of mouth has a positive and significant effect on mediating the influence of product quality on consumers' purchasing decisions

## RESEARCH METHODS

The research was conducted on MSMEs Alissa Hijab located in the city of Denpasar with the sales target being adolescent to adult women, most of whom are located in the city of Denpasar, the sales method used Alissa Hijab tends to use *online shops*. The exogenous variation in this study is product quality (X). The endogenous variable in this study was the purchase decision (Y<sub>2</sub>). The mediation variable in this study is *the word of mouth* (Y<sub>1</sub>). Indicators of research variables can be explained in table 1 below:

**Table 1.**  
**Research Variable Indicators**

No	Variable	Indicators
1	<i>product quality</i> (X)	1). Product safety (X1) 2). Product durability (X2) 3). Beauty design (X3) 4). Product Diversity (X4)
2	<i>Word of mouth</i> (M)	1). Knowing the products of others (Y <sub>1</sub> 1) 2). Trust information provided (Y <sub>1</sub> 2) 3). Engage other consumers (Y <sub>1</sub> 3)
3	<i>purchase decision</i> (Y)	1). The existence of needs or desires underlying the purchase decision (Y <sub>1</sub> ) 2). Purchase decisions based on the information provided (Y <sub>2</sub> ) 3). Selection of several alternatives (Y <sub>3</sub> ) 4). Product stability (Y <sub>4</sub> ) 5). Repurchase (Y <sub>5</sub> )

Source: Processed Data, 2022

The questionnaires in this study were distributed to 150 Alissa Hijab consumers as for the methods used online. From the results of the distribution of questionnaires, it was found that as many as 120 consumers responded and were declared fit for use in this study sample, so the respondents used were 98 Alissa Hijab consumers in Denpasar who are female.

In determining the sample of this study using the non-probability sampling method, the sample taking technique used in this study is a purposive sampling; namely, the sample is determined by specific considerations.

The data collection of this study was through an online questionnaire. The questionnaire consists of an open leveling, namely the respondent's identity and a closing

statement, namely statements that have been provided and the answers given are limited.

The statistical analysis technique used is (Path Analysis). Path analysis is used to determine the pattern of relationships between three or more and cannot be used in confirming or rejecting hypotheses. Testing the mediation hypothesis procedure with the procedure developed by Sobel (1982) and known as the Sobel test (Sobel test). The Sobel test is used in testing the strength of indirect influence variable product quality (X), purchase decision (Y), word of mouth (M).

## RESULTS AND DISCUSSION

Based on 120 research respondents, it was described by presenting the characteristics of

respondents consisting of age, occupation and last education presented by the characteristics of respondents consisting of from age, occupation last Education.

This condition shows that in general, respondents in this study dominated by respondents between the ages of 21 and 25 with a percentage of 60 percent and respondents over 35 percent the lowest percentage of 4 percent. Then followed by the last education, which was dominated by the last high school / vocational education with a percentage of 70 percent and the most negligible post-graduate education, as much as 2 percent. Jobs are dominated by students as much as 68 percent and the smallest by civil servants with a percentage of only 1 percent.

**Table 2**  
**Result of Structural regression 1**

Variable	Standardized Coef.	Std. Error	t-test	Sig
(constant)		0.327	1.908	0.003
Product Quality	0.802	0.079	9.78	0.000
R-Square	0.602			
F-statistic	96.056			
Sig. F test	0.000			

Dependent Variable: WOM  
 Source: Processed Data, 2022

Based on the results of the analysis of the path of substructure 1 as presented in Table 2, the structural equation is as follows:

$$M = b_1X + e_1 \dots \dots \dots (1)$$

$$M = 0,802X$$

Based on the analysis of the effect of product quality on word of mouth, a Sig t

value of 0.000 was obtained with a beta coefficient value of 0.802 Sig value.  $t 0.000 \leq 0.05$  indicates that H0 was rejected and H1 was accepted. This result means that the quality of the product has a positive and significant effect on word of mouth.

**Table 3**  
**Regression Equation Path Analysis Results 2**

Variable	Standardized Coef.	Std. Error	t-test	Sig
(constant)		0.427	1.308	0.003
Product Quality	0.602	0.089	5.908	0.000
WOM	0.535	0.92	3.445	0.000
R-Square	0.502			
F-statistic	95.058			
Sig. F test	0.000			

Dependent Variable: Purchase Decision

Based on the results of the analysis of substructural paths 2 as presented in the table 11, then the structural equation is as follows:

$$Y = \beta_2X + \beta_3M + e_1 \dots \dots \dots (2)$$

$$Y = 0.602X + 0.535M$$

Based on the effect of product quality on purchase decision analysis, the Sig t value of 0.000 was obtained with a beta coefficient value of 0.602 Sig value.  $t 0.000 \leq 0.05$  indicates that H0 was rejected and H1 was

accepted. This result means that product quality positively and significantly affects purchase decisions. Based on the analysis of the influence of word of mouth on purchasing decisions, a Sig t value of 0.000 was obtained with a beta coefficient value of 0.535 Sig value.  $t 0.000 \leq 0.05$  indicates that H0 was rejected and H1 was accepted. This result means that word of mouth has a positive and significant effect on purchasing decisions.

**Table 4**  
**Mediation effect**

Variable's effect	Direct effect	Indirect effect	Total effect
Product Quality -> WOM	0.802		
Product Quality -> Purchase decision	0.602	0.42907	1.03107
WOM -> Purchase decision	0.535		

$$\begin{aligned} \text{VAF} &= (b_1 \times b_3) : (b_1 \times b_3 + b_2) \dots \dots \dots (5) \\ &= (0,802 \times 0,535) : (0,802 \times 0,535 + 0,602) \\ &= (0,429) : (1,031) \\ &= 0.416 = 41.6\% \text{ (partial / partial mediation)} \end{aligned}$$

Based on the criteria, if the VAF value is above 80%, then it shows the role of complete mediation, if the VAF is valued between 20% -80%, it can be categorized as a partial mediator, and if the VAF value is less than 20%, it can be concluded that there is almost no mediation effect. It can be concluded that the results of the VAF test

were 41.6%, including partial mediation / partial mediation.

This study aims to determine the effect of product quality on consumers' word of mouth. Based on the data processing results, a positive beta coefficient value of 0.802 was obtained with a significance level of 0.000 (less than 0.05) which means that H1 was received. This indicates that the word-of-mouth variable positively and significantly influences the product quality variable. This result means that the higher the quality possessed by a product, the better the word of mouth that occurs in the product.

The results of the research are in line with several research results – research conducted previously by Astika & Purnami (2019) and Puspasari (2014) showed positive and significant results on the influence of kualitas of the product on word-of-mouth consumers. The purpose of the research is to find out the impact of product quality on consumers' purchasing decisions. Based on the results of the data process, a positive beta coefficient value of 0.602 was obtained with a significance level of 0.000 (less than 0.05), which means that H1 is accepted. This result means that the higher the quality of the product owned by a product, the more consumers' purchasing decisions on the product will increase.

The results of this study are supported by the results of previous studies conducted by Anis *et al.* (2015), Astika & Purnami (2019), and Nugraha *et al.* (2015) show positive and significant results on the influence of product quality on consumer purchase decisions.

The study aims to determine the influence of word of mouth on consumers' purchasing decisions. Based on the data processing results, a positive beta coefficient value of 0.535 was obtained with a significant level of 0.000 (less than 0.05) which means that H1 was received. This result means that the more positive word of mouth shown by consumers towards a product, the higher the consumer's purchasing decision on the product in question will be. The results of this study are from previous research carried out by Astika & Purnami (2019) and research conducted by Nugraha *et al.* (2015) showed positive and significant results between the influence of word of mouth on consumers' purchasing decisions.

Hypothesis testing regarding the role of word of mouth in mediating the influence of product quality on consumers' purchasing decisions using the Sobel Test showed that

the role of word of mouth was significantly able to mediate the influence of product quality on consumers' purchasing decisions. The results of the study are in line with previous research that has been conducted by Astika & Purnami (2019), Nugraha *et al.* (2015) and research conducted by Anwar (2015), showing the results that word of mouth plays a role in mediating the influence of product quality on consumers' purchasing decisions.

With the high word of mouth from consumers towards Alissa Hijab's online shop products, it results in that the quality of Alissa Hijab's products is good and causes a word of mouth that is positive which then succeeded in making consumers interested and decided to make a purchase decision on products from Alissa Hijab.

The implications of the results of this study explain that the real benefits of the research results can encourage online shops to have stronger competitiveness in their market and remain able to be satisfying consumers towards their products, one of which is by marketing products that have good quality. by marketing a product that has good quality can increase the value of positive perception in the eyes of consumers and foster trust in the product. There are several strategic implications obtained from the results of the study:

Product quality has proven to be positive and significantly influential. It affects word of mouth and purchasing decisions, so marketers must always maintain the quality of each product they have to be able to improve purchasing decisions and strengthen confidence in the product. For consumers to have a positive view of Alissa Hijab products, this must be a concern for Alissa Hijab.

Word of mouth has proven to be positive and significantly able to influence the emergence of a purchase decision from potential consumers and consumers of Alissa



Hijab's online shop products which is a form of promotion that is considered real and honest because consumers directly hear the assessment of the product through word of mouth given by relatives or other people. From the overall results of a good word of mouth, Alissa Hijab products sell well in the market and can attract new consumers. So that the relationship between product quality, word of mouth, and purchasing decisions can be used as a benchmark for Alissa Hijab in terms of seeing market opportunities by selling Muslim clothing by maintaining good quality materials and product quality. With the help of word of mouth to others regarding Alissa Hijab products can greatly discourage potential consumers from making purchase decisions on the products concerned.

The limitation of this study that can be withdrawn is that the respondents of this study are all female and were carried out during the Covid-19 pandemic and the delivery of questionnaires carried out online made a return to the response the questionnaire was a little slow so to collect the results of the research questionnaire took a little longer than using study respondents who were male and female.

## CONCLUSIONS AND SUGGESTIONS

The results of the research that has been carried out can be concluded that the quality of the product has a positive and significant effect on the word of mouth. This result shows that the better the value of the perception of product quality in the eyes of consumers, the better the word of mouth that occurs to Alissa Hijab's online shop. Product quality has a positive and significant effect on purchasing decisions. This result shows that the better the perceived value of a product quality in the eyes of consumers, the more the purchase decision will increase for Alissa

Hijab's online shop. Word of mouth has a positive and significant effect on purchasing decisions. This result shows that the better and more positive the word of mouth that occurs, it causes an increase in decisions. Purchases from consumers of Alissa Hijab's online shop. Word of mouth significantly plays a role in influencing the relationship between product quality and Alissa Hijab's product purchase decision. This shows that good consumer word of mouth about product quality causes a purchase decision from consumers to products from Alissa Hijab's online shop.

Based on the results of the analysis and conclusions, some suggestions can be given to parties in need where the quality of the product in this study is measured using five indicators, and from the five indicators product from Alissa Hijab feels the size of her clothes which sometimes does not according to the description, it is hoped that Alissa hijab can increase the accuracy of clothing sizes more or more clearly, by being able to describe better the type of material used such as a lot is flexible, the material is stretched, using a cloth that is not hot when worn so that consumers feel comfortable when using the product.

Word of mouth in this study was measured using four indicators, where from the four indicators, consumers knew Alissa Hijab products from others got the lowest average score. So, it is hoped that Alissa Hijab will be able to provide more word of mouth to its consumers, for example by utilizing its consumers by inviting friends and relatives to shop at Alissa Hijab and utilizing the power of social media so that information about products is conveyed to consumers faster, for example by holding sales.

The purchasing decision in this study was measured using four indicators, out of the four indicators, consumers selected various

alternatives to make purchases of Georgioswomen products got the lowest value, therefore Alissa Hijab needed to think about several alternatives that could be given to consumers so that consumers felt comfortable in making a purchase decision. For subsequent researchers, it is hoped that it can expand the scope of the research area and add other supporting factors that can affect the decision consumer purchases an item.

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