

The Influence Of Electronic Word Of Mouth (E-Wom), Brand Images And Preceived Price On Consumers's Purchase Decisions For Ms Glow Skincare Product

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Abstract: Intense competition in the body care and cosmetics industry caused Ms Glow's sales in 2022 to decline. Especially in skincare products that experienced the most significant decline. Electronic Word of Mouth, Brand Image and Price Perception are thought to be factors that can influence online product purchasing decisions. This study aims to test and analyze the influence of Electronic word of mouth, brand image, and price perception on online product purchase decisions (study on skincare customers Ms Glow Summersari Jember outlet. The population in this study is customers who make Purchase Decisions on online skincare products Ms Glow Summersari Jember Outlet. The sample used was 85 respondents using non-probability sampling techniques and purposive sampling methods. The analysis tool uses multiple linear regression using the SPSS 25 data processing program. The results showed that the E-word of Mouth Variable (X1), Brand Image Variable (X2), Price Perception Variable (X3) had a significant effect on the purchase decision (Y) of Ms Glow Gerai Summersari Jember products. The sample used was 85 respondents using non-probability sampling techniques and purposive sampling methods. The analysis tool uses multiple linear regression using the SPSS 25 data processing program. The results showed that the E-word of Mouth Variable (X1), Brand Image Variable (X2), Price Perception Variable (X3) had a significant effect on the purchase decision (Y) of Ms Glow Gerai Summersari Jember products.

Keywords: Electronic Word of Mouth, Brand Image, Perceived Price, Purchased Decision

INTRODUCTION

One industry that is currently growing very rapidly is beauty products. Beauty or cosmetic products are included in self-care products that can increase the wearer's confidence, especially women. Over time, cosmetics have become a very important need for women. Women are made to feel uncomfortable and dissatisfied with their beauty, therefore women try to find a solution by doing treatments to make them look more beautiful and attractive, in carrying out their treatment they use beauty products. Facial and body care is very important for women and men. With the increasing need for beauty products, it is undeniable that there will be increasingly fierce competition in the body care and cosmetic industries, therefore the beauty industry needs to make plans or policies to meet consumer needs by developing different, quality and innovative products to meet consumer tastes. If consumer tastes are fulfilled and consumers are satisfied with the product, then consumers will convey it to other parties, so that it indirectly becomes positive influence between consumer satisfaction in the customer. (Qomariah et al., 2021)

Sales of Ms Glow's in products are third place, achieving sales of 38.5 billion for the best-selling local brands in e-commerce for the April-June 2022 period. Ms Glow are skincare product or cosmetic product, where this local products are greatly demanded by everyone, because Ms Glow herself already has aesthetic clinics in several big cities in Indonesia. Seeing that there are not many skincare products in circulation, they have their own clinic, where this factor makes Ms. Glow even more desirable. Not only that, the price offered by Ms. Glow's skincare products can be categorized as quite affordable, the prices are quite affordable, it is one of the attractions for consumers.

One of the uses of the internet is social media which is able to have a big influence on the wider community in online communication and marketing. Social media has become a trend in

spreading knowledge, information and issues that are currently developing. Electronic world of moluth communication posted on social media has a strong impact on purchasing decisions. Social media has the convenience of being accessed by a wide audience anywhere and anytime. The following is data on internet and social media users in Indonesia 2022.

From figure 1.2 it can be concluded internet and social media users in 2022 in Indonesia are active users on social media 191 million and internet users 204.7 of Indonesia's total population of 277.7 million, which means that 73.7 percent are already connected to the internet and the number of users who are active social media experienced a significant increase of 2.1 million (+1.0 percent) between 2021 and 2022.

The decision-making process is generally the same, the process of making a decision will be more followed by personality traits, age, income and lifestyle. Purchasing decisions are components of consumer behavior, where consumer behavior is the studying of what a person or group is like in determining, buying, consuming, and what products, ideas or experiences are like to satisfy consumer (Kotler, 2016). With this electronic world of moluth (e-WOIM) strategies, consumers will be able to trust and be comfortable shopping online, because they can find out more detailed information about the goods they want to buy. Based on previous research conducted by (Kartika & Ganarsih, 2019) it was found that eWOIM has a significant effect on purchasing decisions. This means showing that one of the important aspects that influence consumer purchasing decisions online is electronic world of moluth (eWOIM). Not only electronic world of moluth (e-WOIM) that must be considered before making a purchase online to find out the desired product, but are other factors that influence purchasing decisions, namely Brand Images.

The results in research Iis Miati et al. (2020) revealed that brand images has a significant effect on purchasing decisions, the results of research by Ramoln Hurdawaty et al. (2020) revealed that brand image has a significant effect on purchasing decisions, the results of research by Iyolnol et al. (2022) revealed that the indicators of Reputation, Recognition, Affinity and Brand Loyalty had a significant effect on the purchasing decisions. Ilham dwi's research results (2021) revealed that brand image partially did not affect purchasing decisions. (Hafidzi et al., 2023)

Because there are differences on their results of previous studies, the researcher wants to prove again about the effect of brand image on purchasing decisions by using brands and research objects as differentiation from previous researchers, the effect is not significant on purchasing decisions. The results of the research revealed that the indicators of price affordability with product quality, price suitability, price competitiveness and price compatibility with product benefits have a significant effect on purchasing decisions, research results by Yugi Setyarkol (2016) reveal that price perceptions do not affect purchasing decisions, Khairun's research results Nisa' (2022) reveals that price perceptions have a positive effect on purchasing decisions but not significantly to purchasing decisions. (Hafidzi & Qomariah, 2022)

The object of this research is the MS GLOIW Skincare product. The editorial team for Warta Ekolnolmi (2020) on their website revealed that MS GLOIW managed to sell 2 million of its products every month and managed to get Marketeers OIMNI Brands of the Year 2020. Reza Nurlina as owner of MS GLOIW Gresik center also revealed that sales of MS GLOIW skincare products themselves during Covid-19 pandemic has actually increased sales by 50% compared to before the pandemic written by Abraham (2020) on the Tribune Jatim website. The result of MS GLOIW's most recent achievement is their success in obtaining the MURI record as a cosmetic company with the most sales network in Indonesia with 78,147 sales networks spread throughout Indonesia, written by Saputra (2021) on the liputan6 website. One example of electronic world of moluth that exists on MS GLOIW's official Instagram social media, namely @msglolwbeauty, in a post about one of its products, namely the whitening cream on September 21 2021 which received around 16,000 likes and 2,000 comments.

Users who accessed the MS GLOIW social media seemed enthusiastic enough to ask questions about the products issued by MS GLOIW, resulting in e-WOIM in the comment column of the post. This makes researchers interested in examining whether the e-WOIM that occurs on the MS GLOIW social media influences the decision to purchase the product. To develop a more effective promotion for Ms GLOIW's products using electronic world of moluth (E-WOIM) media by promoting products from other people to other people. Before the buyer makes a decision to make a purchase of company goods or services through online media, which has a very important role in the information process (Siswanti & Prihatini, 2020). Electronic world of moluth (E-WOIM) is suspected as a factor that can influence

purchasing decisions. Negative and positive statements made from the electronic word of mouth (E-WOM) marketing process will affect consumer perceptions of the brand. From positive reviews from consumers, of course, it makes the image of a product better. In addition to these reviews, Ms Glow products can be trusted because they have their own advantages. By using Ms Glow products regularly, they can provide more satisfying results compared to other skincare products. Ms Glow can not only brighten the skin but also make the skin cleaner and the skin more radiant. As a cosmetic product that is easy to apply to the skin, the safety of Ms Glow's products is a very important development. To ensure the safety of a product, Ms Glow has BPOIM permits and has passed the Good Manufacturing Practice (GMP) test. This cosmetic product will continue to be monitored according to good quality standards. Not only that, by providing stability to consumers, Ms Glow has also received a halal certificate. Skin care products with a halal label state that they do not contain haram, namely terms that contain animal ingredients such as pigs and other animals during the production process. Therefore, it can be said that electronic word of mouth (E-WOM), brand image and price perception are actively built, so consumers will buy these products and company sales will increase. Perceived price is a person's view or perception of price, how a consumer perceives a certain price, such as low, reasonable, and high prices.

Users who accessed the MS GLOW social media seemed enthusiastic enough to ask questions about the products issued by MS GLOW, resulting in e-WOM in the comments column of the post. This makes researchers interested in examining whether the e-WOM that occurs on the MS GLOW social media influences the decision to purchase the product. To develop a more effective promotion for Ms Glow's products using electronic word of mouth (E-WOM) media by promoting products from other people to other people. Before the buyer makes a decision to make a purchase of company goods or services through online media, which has a very important role in the information process (Siswanti & Prihatini, 2020). Electronic word of mouth (E-WOM) is suspected as a factor that can influence purchasing decisions. Negative and positive statements made from the electronic word of mouth (E-WOM) marketing process will affect consumer perceptions of the brand. From positive reviews from consumers, of course, it makes the image of a product better. In addition to these reviews, Ms Glow products can be trusted because they have their own advantages. By using Ms Glow products regularly, they can provide more satisfying results compared to other skincare products. Ms Glow can not only brighten the skin but also make the skin cleaner and the skin more radiant. As a cosmetic product that is easy to apply to the skin, the safety of Ms Glow's products is a very important development. To ensure the safety of a product, Ms Glow has BPOIM permits and has passed the Good Manufacturing Practice (GMP) test. This cosmetic product will continue to be monitored according to good quality standards. Not only that, by providing stability to consumers, Ms Glow has also received a halal certificate. Skin care products with a halal label state that they do not contain haram, namely terms that contain animal ingredients such as pigs and other animals during the production process. Therefore, it can be said that electronic word of mouth (E-WOM), brand image and price perception are actively built, so consumers will buy these products and company sales will increase. Perceived price is a person's view or perception of price, how a consumer perceives a certain price, such as low, reasonable, and high prices.

1. Conceptual Framework

Every scientific research and writing needs to be based on a conceptual framework so that research and research report writing can be arranged systematically. Based on the thoughts in the form of previous research that has been described, then to find out the conceptual framework in this study then:

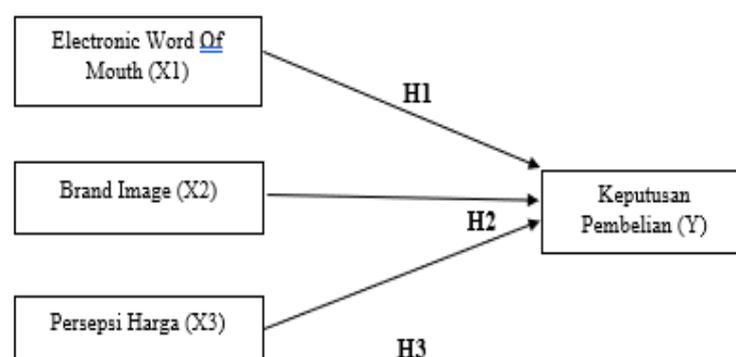


Figure 3. Conceptual Framework

Hypothesis Development

Hypothesis 1 : Influence of Electronic Word of Mouth E-WOM) on Purchasing Decisions

According to Jansen in Tommi and Eristia (2014) states that word of mouth, electronic word of mouth offers various ways to exchange information, many of them anonymously or in secret. This is done to provide geographic and temporal freedom, especially since electronic word of mouth has at least some of it permanent in the form of writing. Electronic Word Of Mouth (E-WOM) is any statement based on experiences formed by consumers regarding products, services or companies that can be accessed by many people via the internet. Electronic Word Of Mouth is a negative or positive statement made to an actual, potential or previous consumer who talks about a product or company and this information is available to people or institutions via the internet (Lazwarda et al., 2022).

H1 : Electronic Word of Mouth (E-WOM) Has a Significant Influence on Purchase Decisions for Online Skincare Ms Glow Products at Summersari Jember Outlet

Hypothesis 2 : The Influence of Brand Image on Purchasing Decisions

According to Kotler and Keller (2016) Brand Image is the consumer's perception of a brand as a reflection and association that exists in the minds of consumers. According to Tjiptono (2015) Brand Image is a description of associations and consumer confidence in certain brands. Brand image is a guide used by consumers to evaluate a product when they do not have sufficient knowledge about a product. Meanwhile, according to Yustiawan (2016), brand image is also a result of consumer views or perceptions of a particular brand, which is based on consideration and comparison with several other brands, on the same type of product. Brand image is a set of memories that exist in the minds of consumers about a brand, both positive and negative (Nugroho & Sarah, 2021).

H2: Brand Image Has a Significant Influence on the Decision to Purchase Online Skincare Products, Ms. Glow, Summersari Jember Outlet

Hypothesis 3 : The Influence of Price Perception on Purchasing Decisions

Peter & Olson (2014) "Price Perception" refers to how customers interpret price information and how that knowledge benefits them. Jacob Jacoby and Jerry Olson have developed an information processing system that can be seen as one way of ascertaining how prices are perceived. Then this knowledge is understood, then interpreted, and finally given meaning (ie consumers understand the meaning of price symbols through previous learning and experience). Price perception, according to Sudaryono, (2014) relates to how well customers understand price information and to what extent it has a significant effect on them. Perceived price can be interpreted as the tendency of consumers to use prices and provide judgments about the suitability of product benefits. The assessment of the price of a product that is said to be expensive, cheap or moderate for each individual is not the same, depending on the individual's perception which is motivated by the environment and the individual's own conditions (Setyarko, 2016).

H3: Perceived Price Has a Significant Influence on the Decision to Purchase Online Skincare Products, Ms. Glow, Summersari Jember Outlet.

METHOD

1. Research Design

This research technique is causal associative with a quantitative approach. Sugiyono (2021) associative research is a formulation of research problems that is to ask the relationship between two or more variables. In this study associative research strategies are used to identify the extent of influence variable X (independent variable) consisting of Electronic Word of Mouth (X1), Brand Image (X2), and Price Perception (X3) of variable Y i.e. Purchase Decision (dependent variable), either partially or simultaneously. According to Sugiyono (2021) Quantitative research is defined as a research method based on philosophy positivism, used to research on a specific population or sample, collection data using research instruments, data analysis is quantitative / statistical, with the aim of testing hypotheses that have been applied.

1. Independent Variable

An independent variable is a variable that affects or becomes the cause of its change or the emergence of dependent or bound variables (Sugiyono, 2021). The independent variables used in this study are:

- a. X1 : Electronic World of Moluth (EWOIM)
- b. X2 : Brand Image
- a. X3 : Price Perception

2. Dependent Variable (Dependent Variable)

Dependent variables are variables that are affected or that become as a result, due to the existence of independent variables (Sugiyono, 2021). Variables that used in this study are:
 Y : Purchase Decision

3. Populasi

Population is a generalized area consisting of: objects or subjects which have certain qualities and characteristics set by the researcher to be studied and then drawn conclusions (Sugiyono, 2021). Population in this study was 250 customers who made a Purchase Decision on a product online skincare Ms Glow Gerai Sumbersari Jember.

4. Sampel

The sampling technique here uses non-probability sampling with purposive sampling approach. Non-probability sampling is a technique sampling that does not pay attention to many variables in sampling. Purposive Sampling is a technique of determination and consideration of a particular amount. Samples from non-probability sampling is also referred to as the subject of research where the results of the test are done on sampling has no relationship with the population, so the number of samples required in this study was at least 85 people.

5. Data Analysis Techniques

The data source used in this study is the primary data source. Primary research is obtained by researchers to answer the research. The data collection used is a questionnaire. The distribution of questionnaires is carried out to consumers who purchase Ms Glow skincare products online Sumbersari Jember. then the questionnaire was measured using the Likert Scale. Alternative answers to determine the effect of electronic world of moluth (E-WOIM), Brand Image, and price perception of online skincare product purchase decisions Ms Glow Sumbersari Outlet Jember.

RESULTS AND DISCUSSION

1. Validity test

The following are the results of the variable validity test in this study :

Tabel 1 Validity Test Results per Variable

Variable	Indicator	r-count	r-table	Sig	ket
E-word of Mouth (X1)	X1.1	0,61	0,2133	0,000	Valid
	X1.2	0,723	0,2133	0,000	Valid
	X1.3	0,555	0,2133	0,000	Valid
Brand Image (X2)	X2.1	0,741	0,2133	0,000	Valid
	X2.2	0,82	0,2133	0,000	Valid
	X2.3	0,668	0,2133	0,000	Valid
	X2.4	0,57	0,2133	0,000	Valid
Persepsi Harga (X3)	X3.1	0,723	0,2133	0,000	Valid
	X3.2	0,766	0,2133	0,000	Valid
	X3.2	0,637	0,2133	0,000	Valid
	X3.4	0,493	0,2133	0,000	Valid

Variable	Indicattorr	r-count	r-table	Sig	ket
Keputusan Pembelian (Y)	Y1.1	0,794	0,2133	0,000	Valid
	Y1.2	0,674	0,2133	0,000	Valid
	Y1.3	0,705	0,2133	0,000	Valid
	Y1.4	0,693	0,2133	0,000	Valid
	Y1.5	0,779	0,2133	0,000	Valid
	Y1.6	0,733	0,2133	0,000	Valid

Shows that the results of validity tests on indicators of electronic word of mouth (X1), brand image (X2), price perception (X3) and purchase decision (Y) are declared feasible or valid because they have a significance value smaller than 0.05. While the value of r-count is smaller than r-table.

2. Reliability Test

Following are results of reliability testing for the three variables in this study :

Tabel 2 Reliability Test Results

Variable	Number of items	Alpha standart	Reliability	Decision
X1- E-WOM	3	0,6	0,707	Reliable
X2- Brand Image	4	0,6	0,780	Reliable
X3- Persepsi harga	4	0,6	0,780	Reliable
Y-Keputusan Pembelian	6	0,6	0,879	Reliable

Shows that the results of the reliability test can be concluded that the variables used in this study are reliable and consistent. Because it has a Cronbach Alpha (α). This is in accordance with Ghozali's statement (2018) stating that a variable is said to be reliable if it has a Cronbach Alpha of more than 0.6.

3. Multikolinieritas Test

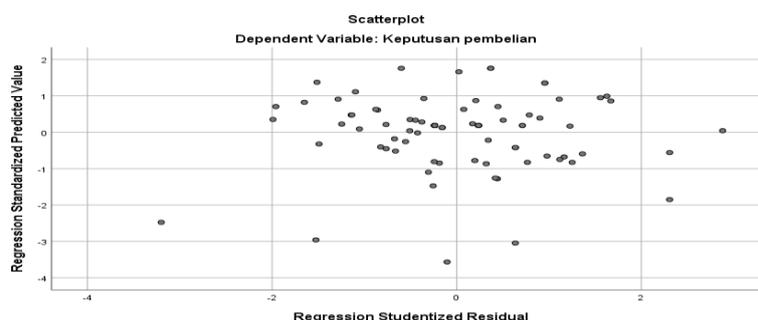
Tabel 3 Multikolinieritas Test Results

No	Variabel	Tolerance	VIF	Keterangan
1.	E-word of Mouth (X1)	0,614	1,628	Tidak Multikolinieritas
2.	Brand Image (X2)	0,364	2,745	Tidak Multikolinieritas
3.	Persepsi Harga (X3)	0,451	2,216	Tidak Multikolinieritas

It can be seen that the results of the calculation of the tolerance value show that each independent variable has a tolerance value of more than 0.10 which means there is no correlation between independent variables, and the results of the VIF calculation also show the same result, namely there is no independent variable that have a VIF value of more than 10. So it can be concluded that there is no multicollinearity of variable anatr in this regression model.

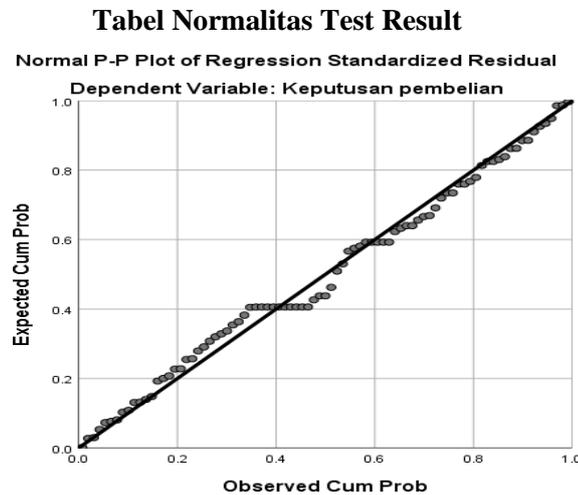
4. Heteroskedastisitas Test

Tabel Heteroskedastisitas Test Result



Shows that there is no heterokedasticity in the regression model used in this study and from the results of the heterokedasticity test test it can be seen from the figure above that there is no clear pattern, and the point that spreads above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity.

5. Normalitas Test



Indicates that the graph gives a pattern of dots approaching the diagonal line. So that the regression model meets the assumption of normality and is feasible to be used in subsequent analyses.

6. Multiple Linear Regression Analysis Test

Tabel Multiple Linear Regression Analysis Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.558	1.452		3.827	0.000
	Electronic Word of Mouth	0.610	0.127	0.387	4.801	0.000
	Brand Image	0.437	0.134	0.341	3.259	0.002
	Persepsi harga	0.289	0.121	0.224	2.387	0.019

α = constant value of 5.558, indicating that the magnitude of the purchase decision when the variables electronic word of mouth, brand image, and price perception are considered constant, then the purchase decision still affects 5.558.

B1 = coefficient value of 0.610 indicates that every increase in the electronic word of mouth variable by 1 will increase purchasing decisions by 0.610. This shows that with the increase in electronic word of mouth, it will increase purchasing decisions.

B2 = a coefficient value of 0.437 indicates that every increase in the brand image variable by 1 will increase purchasing decisions by 0.437. This shows that with the increase in brand image, it will increase purchasing decisions.

B3 = coefficient value of 0.289 indicates that every increase in the price perception variable by 1 will increase purchasing decisions by 0.289. This shows that with increased price perception, it will increase purchasing decisions.

7. Partial Significant Test Results (T Test)

Tabel Partial Significant Test Results (T Test)

No	Variabel	t-hitung	t-tabel	Sig	Keterangan
1.	E-word of Mouth (X1)	4,801	1,6638	0,000	Signifikan
2.	Brand Image (X2)	3,259	1,6638	0,002	Signifikan
3.	Persepsi Harga (X3)	2,387	1,6638	0,019	Signifikan

Shows that the results of the signification test (t test) can be known the magnitude of the influence of each independent variable on the dependent variable as follows:

It can be known that the significance value for the influence of E-word of Mouth on purchasing decisions is $0.000 < 0.05$ and the calculated value of $4.801 > \text{table } 1.6638$ so that it can be concluded that H_a is accepted and H_0 is rejected which means that E-word of Mouth has a significant influence on purchasing decisions. It can be known that the significance value for the influence of Brand Image on purchasing decisions is $0.002 < 0.05$ and the calculated value of $3.259 > \text{table } 1.6638$ so that it can be concluded that H_a is accepted and H_0 is rejected which means that Brand Image has a significant influence on purchasing decisions. It can be known that the significance value for the influence of Price Perception on purchasing decisions is $0.019 < 0.05$ and the calculated value of $2.387 > \text{table } 1.6638$ so that it can be concluded that H_a is accepted and H_0 is rejected which means that Price Perception has a significant influence on purchasing decisions.

8. Determination Test Results (R2)

Tabel Determination Testt Results (R2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,823	0,677	0,665	2,119

The coefficient of determination of the model is 0.677. The value of this coefficient of determination is the contribution of a variable to the formation of the value of its dependent variable. From this value it can be concluded that electronic word of mouth, brand image and price perception have contributed 67.7% to the formation of variation in the value of purchasing decisions (Y), while the remaining 32.3% is explained by other factors outside the model.

1. Effect of Electronic Word of Mouth (e-WOM) on Purchasing Decisions

The first hypothesis states that the variable e-word of mouth (X1) has a positive and significant effect on purchasing decisions (Y). Through the results of calculations that have been carried out, the value of t-count is $4.801 > \text{t-table } 1.6638$ and significance $0.000 < 0.05$ with a coefficient of 0.610. Which means that the hypothesis (H1) of e-word of mouth has a positive and significant effect on purchasing decisions, meaning that the e-word of mouth factor has a positive impact on the purchase decision of Ms Glow Gerai Summersari Jember products.

2. The Influence of Brand Image on Purchasing Decisions

The first hypothesis states that the variable brand image (X2) has a positive and significant effect on purchasing decisions (Y). Through the results of calculations that have been carried out, the t-count value is $3.259 > \text{t-table } 1.6638$ and the significance is $0.002 < 0.05$ with a coefficient of 0.437. Which means that the hypothesis (H2) brand image has a positive and significant effect on purchasing decisions, meaning that brand image factors have a positive impact on the purchase decision of Ms Glow Gerai Summersari Jember products.

3. The Effect of Price Perception on Purchasing Decisions

The first hypothesis states that the variable Price perception (X3) has a positive and significant effect on purchasing decisions (Y). Through the results of calculations that have been carried out, the t-count value is $2.387 > \text{t-table } 1.6638$ and the significance is $0.019 < 0.05$ with a coefficient of 0.289. Which means that the hypothesis (H3) of price perception has a positive and significant effect on purchasing decisions, meaning that price perception factors have a positive impact on the purchase decision of Ms Glow Gerai Summersari Jember products.

CONCLUSION

Conclusion The Electronic variable has a positive and significant effect on purchasing decisions. The results showed that the more Electronic World of Mollath, the higher the purchase decisions. Branded Images variable positive and significant effect on purchasing decisions. The results of the study show that the higher the Brand Image, the higher the purchasing decision. The price perception variable has a positive and significant effect on purchasing decisions. The results showed that the higher the perceived price, the higher the purchase decision.

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