



The Influence of Electronic Word of Mouth and Product Quality on Triplestore Product Purchasing Decisions Through the Shopee Marketplace In Ciledug Tangerang

Dintia Faradila¹, Derizka Inva Jaswita²

¹Economics and Business Management Study Program, Pamulang University

²Economics and Business Management Study Program, Pamulang University

e-mail: diladintiafaradila@gmail.com¹, d dosen02041@unpam.ac.id²

Article History:

Received : 03-09-2026

Revised : 11-09-2026

Accepted : 20-09-2026

Keywords: *Electronic Word of Mouth, Product Quality, and Purchase Decision*

Abstract: *This study aims to determine the effect of Electronic Word of Mouth (X1) and Product Quality (X2) on Purchasing Decisions (Y) at Triplestore through the Shopee Marketplace in Ciledug, Tangerang. This study used a quantitative associative method involving 98 respondents selected through simple random sampling from a population of 3,912 Triplestore consumers in 2025. Data were analyzed using validity and reliability tests, classical assumption tests, correlation analysis, simple and multiple linear regression, and hypothesis testing with SPSS version 25. The results show that Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions, with t-count of 16.353 > t-table of 1.985 and significance of 0.000 < 0.05, with a coefficient of determination of 73.6%. Product Quality also has a positive and significant effect on Purchasing Decisions, with t-count of 15.404 > t-table of 1.985 and significance of 0.000 < 0.05, with a coefficient of determination of 71.2%. Simultaneously, Electronic Word of Mouth and Product Quality have a positive and significant effect on Purchasing Decisions, with F-count of 212.511 > F-table of 3.09 and significance of 0.000 < 0.05, with a coefficient of determination of 81.7%.*

How to Cite: Dintia Faradila, Derizka Inva Jaswita.(2026). *The Influence of Electronic Word of Mouth and Product Quality on Triplestore Product Purchasing Decisions Through the Shopee Marketplace In Ciledug Tangerang*. 4(3). pp.701-713. <https://doi.org/10.61536/escalate.v4i03.825>



<https://doi.org/10.61536/escalate.v4i03.825>

This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) License.



1.1 Background

Nowadays, competition in the business world is getting tougher. Business actors must be able to observe the competition in their business environment, where each businessman must be able to optimize the opportunities of their economic and human resources to increase the competitiveness of their products in the market, and be able to implement a series of effective and efficient marketing strategies while being able to develop these marketing strategies continuously and sustainably. One way to do this is through technological marketing activities

that bring change where almost all processes are carried out digitally, namely the internet. One of the advantages of using internet technology is the ability to connect people around the world, especially the ability to be a medium that makes business easier for entrepreneurs to conduct online transactions (Nurdianita, 2019). It is a process carried out by companies to create added value for consumers and can build strong and good relationships with consumers so that the company can achieve its goal of capturing value from customers in return.

Table 1.1
Store Sales Data Triplefstore on Shopee Marketplace
2023 – 2025

Year	Sale			Information
	Target (Pcs)	Realization (Pcs)	Percentage of achievement (%)	
2023	5000	4,726	94%	Not achieved
2024	6000	6,420	107%	Achieved
2025	8000	4,084	51%	Not achieved

Source: Triplefstore, 2026 (processed)

Based on the table data above, consumer sales data for 3 years (2023-2025) experienced fluctuating developments. Each year, management sets a sales target with the hope of achieving 100%, but from the data above, in 2023, sales experienced an increase again to 94%. In 2024, sales were able to increase significantly to 107% and in 2025, sales experienced a decline to 51%. Seeing the fluctuating sales data conditions, therefore, the company strives to continue to innovate to be able to meet the needs and attract consumers so that the company can survive in the tight competition (Hertina & Wulandari, 2022). This is to prevent another decline in sales data in the following year.

Table 1.2
Data on the Number of Triplefstore Consumers on the Shopee Marketplace
Over the Last 3 Years in 2023-2025

Year	Number of consumers
2023	4,492 consumers
2024	5,208 consumers
2025	3,912 consumers

Source: Triplefstore, 2026 (processed)

Based on the table above, data on the number of consumers over the past three years, from 2023 to 2025, indicates that sales have fluctuated. Each year, they experience ups and downs. To survive and continue to grow, business managers are required to improve e-word of mouth and product quality to satisfy customers and face competition.

LITERATURE REVIEW

Management

1. Definition of Management

Management is the process of planning, organizing, directing, and controlling human resources and other resources to achieve organizational goals effectively and efficiently. According to Hasibuan (2020), management is the effort to achieve specific goals through the use of resources in a planned and organized manner. This definition demonstrates that management is not only concerned with management but also with achieving optimal results.

Marketing Management

1. Definition of Marketing Management

According to Kotler and Keller (2022), marketing management is considered the art and science of attracting, retaining and increasing customers by defining target markets and creating superior customer value.

Marketing

1. Definition of Marketing

According to Sudarsono (2020:2), "Marketing is a managerial process that enables individuals or groups to obtain what they want by creating, offering, and exchanging valuable products with other parties or all activities related to the delivery of products or services from producers to consumers."

2.1.4 Digital Marketing

1. Understanding Digital Marketing

Digital Marketing or digital marketing is a form of business to promote or market a brand or brand using digital media (Ardani, 2022).

RESEARCH METHODS

Types of Research

This type of research is quantitative research, because the data that is the object of this research is quantitative data in the form of numbers generated from a Likert scale (Sugiyono, 2021:13).

Sugiyono (2021:18)states that the quantitative research method is a research approach based on the philosophy of positivism, used to investigate certain populations or samples, with data collection using research instruments, quantitative or statistical data analysis, and aims to test predetermined hypotheses.

The method applied in this research is the associative method. According to Sugiyono (2021), associative research aims to understand the relationship or impact between two or more variables. In this study, the associative research method was applied to examine the impact of Electronic Word of Mouth (X1) and Product Quality (X2) on Purchasing Decisions (Y) of Triplefstore products through the Shopee Marketplace platform.

Population and Sample

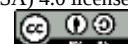
3.4.1 Population

According to Sugiyono (2021:148), a population is a generalized area consisting of objects with a certain quantity and characteristics determined by the researcher to be studied and then conclusions drawn. From the definition above, it can be concluded that a population is the totality of the characteristics or traits of subjects or objects that can be sampled. In this study, the population was 3,912 Triplefstore consumers in 2025.

3.4.2 Sample

According to Sugiyono (2021:149), a sample is a portion of the population and its characteristics. Samples are used as representatives of the population, thus providing an overview of the characteristics of the population being studied. Furthermore, Sena Wahyu et al. (2020:10) state that a sample is a portion of the population selected using a specific sampling technique to represent the characteristics of the entire population.

Sampling in this study used a probability sampling technique with the simple random



sampling method. According to Sugiyono (2021), simple random sampling is a random sampling technique in which every member of the population has an equal chance of being selected as a respondent, regardless of their strata. This technique was chosen because all members of the population are assumed to have relatively similar characteristics and have an equal chance of being included in the research sample.

RESEARCH RESULTS AND DISCUSSION

Instrument Testing

1. Validity Test

In this study, the validity level of each statement item in the questionnaire was tested using the Pearson Product Moment correlation formula with the help of SPSS Version 25. The test was carried out by comparing the values $r_{hitung} > r_{tabel}$ at a significance level of 5%. A statement item is declared valid if it meets the requirements $r_{hitung} > r_{tabel}$. Based on the number of research samples of 98 respondents, the degree of freedom is determined using the formula $(df) = (N - 2) = 98 - 2 = 96$. So that the value is obtained r_{tabel} as big as 0.1986

2. Reliability Test

Reliability testing aims to determine the reliability of a research instrument in measuring a variable. A reliable instrument will produce consistent data when used in repeated measurements under relatively similar conditions. In this study, reliability testing was conducted using the Cronbach's Alpha method with the help of SPSS Statistics version 25. A research instrument can be said to be reliable if the Cronbach's Alpha value is > 0.60 at 5% significance.

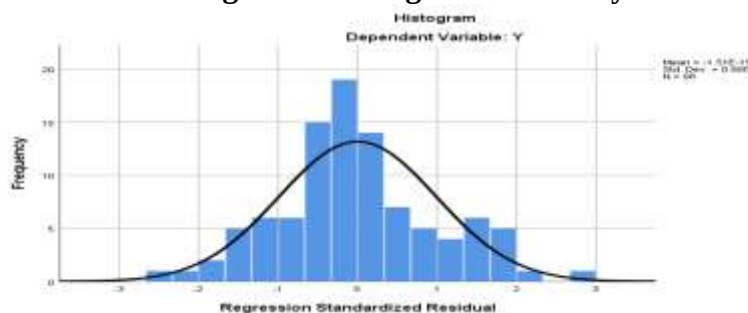
Classical Assumption Test

1. Normality Test

a. Results based on histogram

This test is said to be normal if the curve forms a mountain (peak).

Figure 4.1 Histogram Normality Test



b. Results based on the Kolmogorov Smirnov test

Table 4.1
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	1.71946509
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.061
Test Statistics		.076
Asymp. Sig. (2-tailed)		.183c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data Processing Results version 25

This test can be considered normal if the data is > 0.05 . The test results obtained a significance level of $0.183 > 0.05$, indicating that the research data is normally distributed.

2. Multilinearity Test

Table 4.2
Multicollinearity Test Results
Coefficientsa

Unstandardized Coefficients			Standardized Coefficients	T	Sig.	Collinearity Statistics	
Model	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,997	1,568		1,273	.206		
Electronic Word of Mouth	.542	.073	.511	7,402	.000	.404	2,477
Product Quality	.331	.051	.449	6,509	.000	.404	2,477

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results version 25.

Based on the test results, it is known that the Electronic Word of Mouth and Product Quality variables have a Tolerance value of $0.404 > 0.10$ and a VIF value of $2.477 < 10$. These values have met the test criteria so it can be concluded that the regression model does not experience symptoms of multicollinearity.

3. Heteroscedasticity Test

Table 4.3
Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,552	.980		2,603	.011
Electronic Word of Mouth	-.029	.046	-.102	-.639	.524
Product Quality	-.006	.032	-.031	-.194	.847

a. Dependent Variable: Abs_Res

Source: SPSS Data Processing Results version 25

Based on the table above, it is known that all independent variables show insignificant results, because the significance value of the Electronic Word of Mouth and Product Quality variables is greater than 0.05, so it can be concluded that all independent variables do not experience heteroscedasticity in the error variance.

4. Autocorrelation Test

Table 4.4
Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.904 ^a	.817	.813	1,737	1,843

a. Predictors: (Constant), Product Quality, Electronic word of mouth

b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results version 25

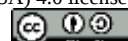
Based on the table above, the autocorrelation test using the Durbin Watson test can be seen that the Durbin Watson value is 1.843, then the Durbin Watson table value is at 5% significance with the formula (k:n). The number of independent variables is 2 or "k" = 2, while the number of samples or "N" = 98, then (k:n) = (2:98), this number is then seen in the distribution of the Durbin Watson table value. Then the dL value is 1.6296 and dU is 1.7128. The Durbin-Watson value (d) of 1.843 is greater than the limit (dU) which is 1.7128 and less than (4-du) 4 - 1.7128 = 2.2872, so as the basis for decision making in the Durbin Watson test above, it can be concluded that there are no symptoms of autocorrelation.

Hypothesis Testing

1. Partial Hypothesis Test

Table 4.5
Partial T-Test Results of X1 against Y

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	T
	B	Std. Error	Beta	



1	(Constant)	3,386	1,858		1,822	.072
	Electronic Word of Mouth	.911	.056	.858	16,353	.000

a. Dependent Variable: purchasing decision

Source: SPSS Data Processing Results version 25

Based on the table, it can be seen that the t-count value is $16.353 > t\text{-table } 1.985$ with a significance of $0.000 < 0.05$, so H_0 is rejected and H_{a1} is accepted, indicating that Electronic Word of Mouth has a positive and significant effect on purchasing decisions at the Triplefstore Store.

Based on the table, it can be seen that the t-value is $15.404 > t\text{-table } 1.985$ with a significance of $0.000 < 0.05$, so H_0 is rejected and H_{a1} is accepted, indicating that Product Quality has a positive and significant effect on purchasing decisions at the Triplefstore Store.

The F-test is used to determine whether all independent variables included in the model have a joint effect on the dependent variable. This test also uses a significance level of 5% or 0.05, with the following criteria for accepting and rejecting the hypothesis:

- If the research significance is > 0.05 then H_0 is accepted and H_a is rejected so it can be concluded that simultaneously the independent variables do not have a significant effect on the dependent variable.
- If the research significance is < 0.05 then H_0 is rejected and H_a is accepted so that it can be concluded that simultaneously the independent variables have a significant effect on the dependent variable.

Table 4.6
Simultaneous F-Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1283,061	2	641,530	212,511	.000b
	Residual	286,786	95	3,019		
	Total	1569,847	97			

a. Dependent Variable: purchasing decision

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

Source: SPSS Data Processing Results version 25

Based on the table, the F count value is $212.511 > F \text{ table } 3.09$ with a significance level of $0.000 < 0.05$, so H_0 is rejected and H_{a3} is accepted, meaning that simultaneously Electronic Word of Mouth and Product Quality have a positive and significant effect on purchasing decisions at the Triplefstore Store.

Discussion of Research Results

Based on the statistical test results, it appears that the independent variables partially and simultaneously influence the dependent variable. The influence of both variables is positive and significant. In other words, electronic word of mouth and product quality will increase purchasing decisions at Triplefstore, both partially and simultaneously. This is in accordance with the proposed hypothesis and the results of previous research. The influence of these

variables will be explained as follows:

4.3.1 The Influence of Electronic Word of Mouth (X1) on Purchasing Decisions (Y)

Based on the test results, the regression equation value $Y = 3.386 + 0.911 X_1$ was obtained, the correlation coefficient value was 0.858 meaning that the two variables have a strong relationship. The determination value or contribution of its influence was 0.736, so it can be concluded that the Electronic Word Of Mouth variable influences the purchasing decision variable by 73.6% while the remaining $(100-73.6\%) = 26.4\%$ is influenced by other factors. The hypothesis test obtained a value that the t count value was $16.353 > t \text{ table } 1.985$ with a significance of $0.000 < 0.05$, so H_0 was rejected and H_a was accepted, indicating that Electronic Word Of Mouth has a positive and significant effect on purchasing decisions at the Triplestore Store. Where this is in accordance with the research Salwa Alisha Zahra & Adi Martono (2025) Electronic Word of Mouth has a positive and significant effect on purchasing decisions. Furthermore, according to Muhammad Rasyid, Nur Ainun, and Yusriadi (2026), Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchasing decisions.

4.3.2 The Influence of Product Quality (X2) on Purchasing Decisions (Y)

Based on the test results, the regression equation value $Y = 8.036 + 0.622 X_1$ was obtained, the correlation coefficient value was 0.844, meaning that the two variables have a strong relationship. The determination value or contribution of its influence was 0.712, so it can be concluded that the product quality variable influences the purchasing decision variable by 71.2% while the remaining $(100-71.2\%) = 28.8\%$ is influenced by other factors. The hypothesis test obtained a t-count value of $15.404 > t\text{-table } 1.985$ with a significance of $0.000 < 0.05$, so H_0 was rejected and H_a was accepted, indicating that Product Quality has a positive and significant effect on purchasing decisions at the Triplestore Store. Where this is in accordance with the research of Aldila Rahma Putri (2024). which states that Product quality has been proven to have a significant effect on purchasing decisions. And According to research Nadia Rini Handayani & Ratna Komala Dewi (2025) stated that product quality has a positive and significant influence on purchasing decisions.

4.3.3 The Influence of Electronic Word of Mouth (X1) and Product Quality (X2) on Purchasing Decisions (Y)

Based on the test results, the regression equation value $Y = 1.997 + 0.542 (X_1) + 0.331 (X_2)$ is obtained, the correlation coefficient value is 0.904 where the value is in the interval table 0.80 - 1.000, meaning that the two variables have a very strong level of relationship. The determination value or contribution of its influence is 0.817, so it can be concluded that the Electronic Word Of Mouth variable influences the purchasing decision variable by 81.7% while the remaining $(100-81.7\%) = 18.3\%$ is influenced by other factors. The hypothesis test obtained a calculated F value of $212.511 > F \text{ table } 3.09$ with a significance level of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, meaning that simultaneously product quality and price have a positive and significant effect on purchasing decisions at the Triplestore Store. Where this is in accordance with the research of Dedek Kurniawan Gultom, Qahfi Romula Siregar, (2026). The results of this study indicate that electronic word of mouth has a positive and significant effect on purchasing decisions, and product quality has a positive and significant effect on purchasing decisions. Furthermore, according to Rizky Amalia Amin, Ugy Soebiantoro, and Virginia Mandasari (2025), their research concluded that electronic word of mouth has a positive and significant effect on purchasing decisions. Product quality also has a positive and significant effect on purchasing decisions.



CONCLUSION

5.1 Conclusion

Based on the results of research at the Triplefstore Store through the Shopee Marketplace in Ciledug Tangerang, the following conclusions can be drawn:

1. There is a partial and significant influence of Electronic Word of Mouth on Purchasing Decisions at the Triplefstore Store through the Shopee Marketplace in Ciledug Tangerang. This can be proven from the simple linear regression equation $Y = 3.386 + 0.911X_1$. The correlation coefficient value is 0.858 which indicates a very strong relationship. The determination coefficient value is 73.6% and the t-count value is $16.353 > t\text{-table } 1.985$ with a significance value of $0.000 < 0.05$.
2. There is a partial and significant influence of Product Quality on Purchasing Decisions at the Triplefstore Store through the Shopee Marketplace in Ciledug Tangerang. This can be proven from the simple linear regression equation $Y = 8.036 + 0.622X_2$. The correlation coefficient value is 0.844 which indicates a very strong relationship. The determination coefficient value is 71.2% and the t-count value is $15.404 > t\text{-table } 1.985$ with a significance value of $0.000 < 0.05$.
3. There is a simultaneous and significant influence of Electronic Word Of Mouth and Product Quality on Purchasing Decisions at the Triplefstore Store through the Shopee Marketplace in Ciledug Tangerang. This can be proven from the multiple linear regression equation $Y = 1.997 + 0.542 (X_1) + 0.331 (X_2)$. The correlation coefficient value is 0.904 which indicates a very strong relationship. The determination coefficient value is 81.7% and the calculated F value is $212.511 > F \text{ table } 3.09$ with a significance value of $0.000 < 0.05$.

5.2 Research Limitations

This study recognizes that there are still several limitations, including the following:

1. The factors that influence purchasing decisions in this study only consist of the variables Electronic Word Of Mouth and Product Quality, while there are still many other factors that can influence purchasing decisions such as price, promotion, service quality, brand image, and consumer trust.
2. The research was only conducted on consumers of the Triplefstore Store through the Shopee Marketplace in Ciledug Tangerang so that the research results cannot necessarily be applied to other research objects.
3. The number of respondents in this study was 98 respondents, so it is possible that it does not fully describe all the characteristics of Triplefstore consumers.
4. The research data was obtained through distributing questionnaires so that respondents' answers were highly dependent on the perception and honesty of each respondent.

5.3 Suggestions

Based on the research results obtained, the suggestions that can be given are as follows:
Based on the research results obtained, the suggestions that can be given are as follows:

1. Based on the questionnaire results on the Electronic Word Of Mouth variable, Indicator X1.6 question I hesitate to buy triplefstore products if I find many negative reviews obtained the lowest score of 3.93 Triplefstore is advised to improve this aspect by encouraging customers to provide more informative reviews through the Shopee Marketplace, for example by providing appreciation or vouchers after customers provide reviews. Electronic Word Of Mouth is expected to improve and can increase purchasing decisions.



2. Based on the results of the questionnaire on the Product Quality variable, Indicator X2.3 question I think the product features in the triplestore store are quite complete obtained the lowest value of 4.01 Triplestore is advised to further improve product quality, such as maintaining material consistency, stitching quality, and product conformity with the description displayed so that consumer satisfaction and purchasing decisions increase.
3. Based on the results of the questionnaire on the Purchasing Decision variable, there are three indicators with low values Y.2 question I believe triplestore products are in accordance with my expectations, Y.3 question I often buy triplestore products online through shopee, Y.5 question I buy triplestore products because of suggestions from friends or family obtained the lowest value of 4.11 Triplestore is advised to increase product variations, increase stock availability, and provide more complete product information so that consumers are more confident in making purchases and repeat purchases.
4. Future researchers are advised to add other variables suspected of influencing purchasing decisions, such as price, promotion, service quality, brand image, or consumer trust, to produce more comprehensive research. Furthermore, future researchers could further examine strategies for increasing electronic word of mouth, product quality, and factors that can increase consumer confidence and encourage repeat purchases.

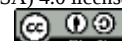
BIBLIOGRAPHY

Book

- Ghozali, Imam. 2022. Multivariate Analysis Application with SPSS Program. 8th Edition. Semarang: Diponegoro University Publishing Agency.
- H Nasir Asman, MM (2021). Business feasibility study (guidelines for starting a business in the industrial revolution 4.0 era). Adab Publisher.
- Kotler and Keller. 20. Marketing Principles Book By Philip Kotler Gary. Armstrong 12th Edition Volumes I & 2. 13th Edition. Jakarta: Erlangga.
- Kotler, & Keller. (2022). Marketing Management (13 volumes, 1st ed.) Jakarta: Erlangga
- Kotler, P., & Keller, K. (2023). Marketing Management. British Library.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education Limited.
- Sugiyono (2020). Qualitative Quantitative Research Methods and R&D. Bandung Alfabeta.
- Sugiyono. (2021). Qualitative Quantitative Research Methods and R&D. Bandung: Alfabeta.
- Sugiyono. (2022). Qualitative Quantitative Research Methods and R&D. Bandung: Alfabeta.
- Sugiyono. 2023. Educational Research Methods. Bandung: Alfabeta.

Journal

- Alhadar, F., & Rajak, A. (2020). Management Study Program, Faculty of Economics and Business, Khairun University. Journal of Synergy Management, 7(1).
- Alwie, Rahayu Deny Danar and Alvi Furwanti, Prasetyo, AB, Andespa, R., Lhokseumawe, PN, & Pengantar, K. (2020). Final Project Final Project. Journal of Economics Volume 18, Number 1 March 201, 2(1), 41–49.
- Amalia Amin, R., Soebiantoro, U., & Mandasari, V. (2025). The Influence of E-WOM and Product Quality on Purchasing Decisions of Wardah Colorfit Cream Blush in Surabaya City. Journal of Economic Education Research, 10(2), 191–199.
<https://doi.org/10.21067/jrpe.v10i2.12110>
- Amalia Amin, R., Soebiantoro, U., & Mandasari, V. (2025). The Influence of E-WOM and Product Quality on Purchasing Decisions of Wardah Colorfit Cream Blush in Surabaya



- City. *Journal of Economic Education Research*, 10(2), 191–199. <https://doi.org/10.21067/jrpe.v10i2.12110>
- Anggraini, AR, & Hadi, M. (2023). The Influence of Electronic Word of Mouth and Product Quality on Purchasing Decisions. *Journal of Business Applications*, 9(1), 179–185. <https://doi.org/10.33795/jab.v9i1.535>
- Anggraini, M., Rahmadhani, R., & Priyono, S. (2023). The Influence of Product Quality and Product Reviews on Product Purchasing Decisions on the Shopee Application of Fifth Semester Economics Education Students at Nurul Huda University. *Journal of Economic Education and Eco-Technopreneurship*, 1(1), 25–31.
- Ani, N. (2023). The Influence of Digital Marketing, Electronic Word of Mouth, and Lifestyle on Purchasing Decisions in TikTok Shop Indonesia. *BISMA: Business and Management Journal*, 1(04), 37–44. <https://doi.org/10.59966/bisma.v1i04.398>
- Area, UM (2025). The Influence of Digital Marketing and Electronic Word of Mouth on Purchasing Decisions at Pojok Kesawan Cafe Thesis by: Jully Angreani Tanjung Management Study Program, Faculty of Economics and Business, University of Medan Area Medan Thesis Submitted as One of the Requirements to Obtain a Bachelor's Degree at the Faculty of Economics and Business, University of Medan Area Jully Angreani Tanjung.
- Arifin. (2020). Theoretical Basis: Theoretical Basis. *Fundamentals of Political Science*, 2, 275–276.
- Arini, SD, Purnomo, H., & Kurriawati, N. (2024). The Influence of Attraction and Promotion on Tourists' Visiting Decisions to Goa Jeruk, Kebonagung Village, Sumenep Regency. *Arastirma Journal*, 4(1), 63–72. <https://doi.org/10.32493/jaras.v4i1.38254>
- Arwani, A., Alfalisyanto, A., Astuti, HJ, & Arofah, RU (2025). The Influence of Service Quality, Social Media Marketing, Store Atmosphere, and Testimonials on Purchasing Decisions. *Equilibrium: Scientific Journal of Economics, Management, and Accounting*, 14(1), 108. <https://doi.org/10.35906/equili.v14i1.2301>
- Asman, Nasir, and Uun Komala. “The Influence of Service Quality on Customer Satisfaction at PT. Pegadaian in Cirebon Regency (Case Study at PT. Pegadaian Klayan Branch).” *JOURNAL OF SYNTAX IMPERATIVE: Journal of Social Sciences and Education* 2, no. 1 (2021): 29-35.
- Banurea, BR, Heikal, M., & Abdurrahman, K. (2026). The Influence of Electronic Word of Mouth (EWOM), Perceived Quality, and Perceived Risk on Purchase Decisions of Fashion Products Online through the Shopee Marketplace. (April), 2236–2247.
- Cahyani, R. (2022). The Influence of Digital Marketing on Purchasing Decisions Through Electronic Word of Mouth on Emina Products in Surabaya City Khuzaini Indonesian College of Economics (Stiesia) Surabaya. *Journal of Management Science and Research*, 11(12), 2–17.
- Goyette I., Ricard, L., J., B., & F., M. (2023), e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue Canadienne Des Sciences de l'Administration*, 27(1), 5-23.
- Hertina, D., & Wulandari, D. (2022). The influence of price, product quality, and brand image on purchasing decisions. *Fair Value: Scientific Journal of Accounting and Finance*, 4(12), 5379–5384. <https://doi.org/10.32670/fairvalue.v4i12.1988>
- Izha Purnamasari, S., & Adi Putranto, H. (2025). The Influence of Electronic Word of Mouth (E-WOM) and Brand Image on Purchasing Decisions for Implora Serum on Shopee. *JIESP*



- Journal of Islamic Economics Studies and Practices, 4(1), 75–82.
<https://doi.org/10.54180/jiesp.2025.4.1.71-77>
- Jaswita, DI, Putri, NK, Pamulang, U., Selatan, T., Pamulang, U., & Selatan, T. (2024). On Customer Satisfaction at PT Ayoconnect. 2(3), 1703–1712.
- Karlina, L., & Fitri, N. (2025). Mirai Management Journal: The Influence of Product Quality, E-Word of Mouth, and Live Streaming on Fashion Consumer Purchasing Decisions on the E-Commerce “Shopee” (Case Study of Yogyakarta City Community). Mirai Management Journal, 10(2), 18–26.
- Keller, K. (2021). THE EFFECT OF PERCEPTION OF SERVICE QUALITY, BRAND IMAGE, AND WORD OF MOUTH ON PURCHASE DECISIONS FOR ONLINE TRANSPORTATION GRABBIKE IN PONOROGO. Undergraduate thesis, Muhammadiyah University of Ponorogo. International & National Online Journal Vol. 7 No. 1, January – June 2019 University of 17 August 1945 Jakarta, 1.
<http://repo.darmajaya.ac.id/id/eprint/451>
- Khotimah, I., & Sulistyowati, R. (2022). The Influence of Electronic Word of Mouth (EWOM) on Social Media on Interest and Decision to Visit Surabaya (A Study of Tourists Who Have Visited Surabaya's Historical Tourism). Journal of Business Education (JPTN), 10(2), 1679–1688. <https://doi.org/10.26740/jptn.v10n2.p1679-1688>
- Quality, P., & Dan, P. (2025). E-Commerce Shopee. 3(1), 36–46.
- Ningrum, DS, & Sukma, RP (2024). The Influence of E-WOM and Product Quality on Purchasing Decisions through Trust. Innovative: Journal of Social Science Research, 4(3), 16597–16607.
- Pangestu Citra Wijaya, K., & Inva Jaswita, D. (2024). The Influence of Word of Mouth and Location on Purchasing Decisions at Kohwa Coffee House in Pamulang, South Tangerang. JORAPI: Journal of Research and Publication Innovation, 2(4), 1185–1196.
<https://jurnal.portalpublikasi.id/index.php/JORAPI/index>
- Purchase, K., Satisfaction, M., Tiktok, P., Kurniawan, D., & Romula, Q. (2026). Bursa: Journal of Economics and Business The Influence of Electronic Word of Mouth and Product Quality on. 5(1), 11–23.
- Perez, S., & Rojas, M. (2020). No TitleEAENH. Handbook of Medical Image Computing and Computer Assisted Intervention, 8(5), 55.
- Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, T. (2020). Quality 3. Journal GEEJ, 7(2).
- Putri, AR (2024). Aldila Rahma Putri. ARASTIRMA Journal, Pamulang University, 4(1), 167–176.
- Rahayu, M., & Tajudien, R. (2024). The Influence of Product Quality, Service Quality, and Price on Purchasing Decisions of Jaya Sampurna Meat Shop Products in Lebak Bulus. JEAC: Journal of Economic Academic, 1(2), 74–83.
<https://academicajournal.org/index.php/jeac>
- Rifka Alkhilyatul Ma'rifat, I Made Suraharta, IJ (2024). 2(2020), 306–312.
- Rizkyta, A., Farida, N., & Widayanto. (2024). SERVICE TOWARDS CONSUMER LOYALTY THROUGH SATISFACTION AS AN INTERVENING VARIABLE Introduction to the Study of Electronic Word of Mouth (eWOM) Theory. Journal of Business Administration, 13(1), 58–67.
- Rizqy Nada Syavira. (2024). The Influence of Digital Marketing, Electronic Word of Mouth, and Marketplace Features on Buyer Decisions on Tokopedia. Jurnal Bisnis Kolega, 10(1), 01–11. <https://doi.org/10.57249/jbk.v10i1.126>
- Rosselivia, V., & Ekowati, S. (2023). The Influence of Product Quality and Price on Purchasing Decisions. Journal of Human Capital Management and Business (Jmmib), 3(2), 99–108.



<https://doi.org/10.61567/jmmib.v3i2.122>

- Satim Hamid, & Arrofie Darmawan. (2025). The Influence of Instagram Content and Electronic Word of Mouth (EWOM) on Consumer Purchase Interest of Oishi Bento in South Tangerang. *Journal of Information Systems and Business Management Publication*, 4(2), 470–486.
- Wannalak Sosanuy, Supaprawat Siripipathanakul, Wasutida Nurittamont, & Bordin Phayaphrom. (2021). Effect of electronic word of mouth (e-WOM) and perceived value on purchase intention during the COVID-19 pandemic: the case of ready-to-eat food. *International Journal of Behavioral Analytics*, 1(2)(10), 1–16. <https://ssrn.com/abstract=3944079>
- Yulianti, A., Mujahidin, A., & ... (2023). The Influence of Product Quality and Product Innovation on Purchasing Decisions at Azkia Scarf Bojonegoro. *Proceedings of ...* <https://prosiding.ikipgribojonegoro.ac.id/index.php/Prosiding/article/view/2154%0A> <https://prosiding.ikipgribojonegoro.ac.id/index.php/Prosiding/article/viewFile/2154/1331>
- Yulianto, MR (2019). Analysis of the Influence of Electronic Word of Mouth. *Undip Journal*, 128.
- Yulianto, MR, & Soesanto, H. (2021). Analysis of the Influence of Electronic Word of Mouth on Brand Trust and Image and Its Impact on Purchasing Decisions (A Study of Lazada.co.id Consumers in Semarang). *Diponegoro Journal of Management*, 8(3), 1–9. <http://ejournal-s1.undip.ac.id/index.php/djom>
- Zahra, SA, Martono, A., Ekonomi, F., Pamulang, U., & Kunci, K. (2025). The Influence of Brand Image and E-WOM on Online Product Purchasing Decisions on Lazada E-Commerce (Case Study of Undergraduate Management Students Regular A, Pamulang University). 2(3).

