

The Influence of Electronic Word of Mouth, Perceived Quality, and Brand Image on Fashion Purchase Decisions

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Abstract

This study is driven by the rising competition in the fashion sector, prompting brands to recognize and comprehend the key elements that affect consumer buying behavior. Within the realm of digitalization, electronic word of mouth, perceived quality, and brand image are acknowledged as crucial factors that can influence consumers' buying choices. This research aims to examine how E-WOM, perceived quality, and brand image affect the purchasing choices of Roughneck 1991 customers in Yogyakarta. A quantitative research approach was utilized, with primary data gathered by distributing questionnaires to customers of Roughneck 1991. The gathered data were then examined through multiple linear regression methods to evaluate the influence of each independent variable on buying choices. The findings suggest that both E-WOM and perceived quality have no significant impact on consumers' purchasing decisions. On the other hand, brand image shows a strong and positive impact and is recognized as the key factor influencing purchasing choices. These results indicate that shoppers often place greater importance on brand image compared to other factors when purchasing fashion items. As a result, strengthening and upholding a robust brand image is essential for fashion brands to sway consumer choices and stay competitive in the market successfully.

Keywords

Brand Image, Electronic Word of Mouth, Perceived Quality, Purchase Decisions.

1. Introduction

The development of digital technology has significantly transformed consumption patterns, especially in clothing purchases. Easy access to online information allows consumers to quickly compare products, brands, and prices. Clothing is no longer viewed only as basic protection, but also as a source of comfort, self-expression, and personal identity. As a result, fashion businesses must adapt to increasingly dynamic and complex consumer preferences. Consumers now actively seek information before purchasing, including reviews and evaluations shared through digital media. This behavior encourages companies to design marketing strategies that are more responsive, interactive, and consumer-oriented in order to remain competitive in the marketplace.

The local fashion industry in Indonesia has experienced rapid growth accompanied by increasingly intense competition. One notable phenomenon is the expansion of clothing line businesses, which produce and market fashion products under their own brand identities. Clothing lines do not merely offer products but also build brand images that represent certain lifestyles, thereby attracting consumers, particularly younger generations. Roughneck 1991 is one of the local clothing line brands with considerable influence, especially through its strong presence on social media. With more than 1.1 million followers on Instagram, Roughneck 1991 reflects a high level of public attention toward the brand (Buya, 2022). Effective utilization of social media provides strategic advantages in reaching broader markets and maintaining brand relevance amid intense competition in the fashion industry.

In consumer behavior studies, purchase decision is a crucial stage involving need recognition, information search, evaluation of alternatives, and final product selection. Kotler and Keller (2016) explain that purchase decisions are influenced not only by functional needs but also by consumer perceptions, information, and experiences. In the digital environment, Electronic Word of Mouth (E-WOM) has become an important source of information shaping consumer decisions. E-WOM refers to the dissemination of consumer opinions, reviews, or experiences regarding products through online media, whether positive or negative (Yulindasari & Fikriyah, 2022). Several previous studies indicate that E-WOM has a positive and significant effect on purchase decisions (Suryani et al., 2021; Fadhila & Saputra, 2021; Yulindasari & Fikriyah, 2022; Lestari & Widjanarko, 2023). However, other studies have reported contrasting findings, showing that E-WOM does not significantly influence purchase decisions (Dasopang & Sunargo, 2023). These inconsistencies suggest that the impact of E-WOM may vary depending on industry characteristics and consumer profiles.

Beyond E-WOM, perceived quality represents another key determinant of consumer purchase decisions. Perceived quality refers to consumers' overall subjective judgment regarding a product's level of excellence and becomes an important reference in assessing whether a product deserves to be purchased. Kotler

and Keller (2011) and Gunawan (2019), highlight that perceived quality plays a central role in the value exchange process between firms and consumers. When consumers believe that a product offers superior quality, they are more inclined to make a purchase and to repeat that purchase in the future. This perspective is reinforced by previous empirical studies indicating that perceived quality has a positive and significant influence on purchasing decisions (Putri et al., 2019; Sirait & Sisnuhadi, 2021; Andrenata et al., 2022; Gumilang et al., 2022).

Moreover, brand image serves as a critical factor in shaping consumers' purchase decisions. Brand image can be understood as the comprehensive perception held by consumers, which is developed through their experiences, the information they receive, and the expectations they associate with a particular brand. Dairina (2022) states that a positive brand image can enhance consumer trust and increase the likelihood of purchase. Rangkuti (2009) and Putri et al. (2018) explains that perceived quality represents consumers' impressions of a product's superiority relative to their expectations. Previous studies consistently indicate that brand image has a positive and significant influence on purchase decisions (Cahyani & Sutrasnawati, 2016; Marwan & Rahmidani, 2018; Arianty & Andira, 2021; Dairina & Sanjaya, 2022; Sari et al., 2022).

Roughneck 1991 was selected as the research object due to its strong market position in Yogyakarta and its effective digital marketing performance. Additionally, inconsistencies in previous research findings regarding the influence of E-WOM on purchase decisions highlight the need for further empirical investigation. Therefore, this study aims to examine the effect of E-WOM, perceived quality, and brand image on purchasing decisions of Roughneck 1991 products in Yogyakarta.

2. Literature Review

2.1. The Influence of Electronic Word of Mouth on Purchase Satisfaction

Hennig-Thurau et al. (2004) and Hastina (2017), define Electronic Word of Mouth (E-WOM) as a form of marketing communication comprising favorable or unfavorable views shared by potential, current, or past customers regarding a product or company, which can be easily accessed through online platforms. In the digital era, E-WOM has become a crucial information source for consumers evaluating products and services prior to making purchasing choices. Online content such as reviews, comments, and recommendations helps consumers minimize uncertainty and develop expectations regarding a product's performance.

Several previous studies have highlighted the importance of involvement and active participation in influencing satisfaction outcomes. Research conducted by Gopinath and Kalpana (2020) indicates that job involvement has a positive and significant effect on job satisfaction, particularly in organizational contexts that provide employees with greater autonomy. Furthermore, employee involvement has been shown to enhance satisfaction and performance through active participation in

work processes (Wijaya et al., 2021). High levels of involvement, reflected through consistent participation and responsibility, also strengthen satisfaction outcomes (Sumasa et al., 2021). Although these studies are conducted in organizational settings, their findings emphasize the broader role of involvement and interaction in shaping satisfaction, which can also be applied to consumer engagement through E-WOM activities.

In the context of consumer behavior, E-WOM facilitates interaction among consumers and encourages active engagement with product-related information. According to Goyette et al. (2010) cited in Sindunata and Wahyudi (2018), E-WOM can be measured using several indicators, including intensity, frequency of use, and frequency of interaction. These indicators reflect the extent to which consumers are exposed to and participate in online information exchange.

H1: Electronic word of mouth has a positive and significant influence on purchase decisions.

2.2. The Influence of Perceived Quality on Purchase Decisions

Perceived quality refers to consumers' evaluation of the overall quality of a product based on their expectations and personal judgments (Firmansyah, 2019). This perception is formed through consumer experiences, available information, and subjective assessments of the product. In the context of consumer behavior, perceived quality plays an important role because it becomes a key consideration in determining whether a product is worthy of being purchased. When consumers perceive a product as having high quality, they are more likely to make purchasing decisions.

Several previous studies have examined the relationship between perceived quality and purchase decisions and have reported consistent findings. Research conducted by Majid (2016) indicates that perceived quality has a significant effect on consumers' purchase decisions. Similar results were found by Prilano (2020), who stated that consumers tend to choose products with higher perceived quality because such products are considered capable of fulfilling their needs and expectations. Furthermore, Gunawan (2019) emphasizes that perceived quality is one of the main factors influencing purchase decisions, especially when consumers are faced with various alternative products that offer similar attributes.

In measuring perceived quality, Parasuraman et al. (2005) and Ayu Rahman (2019) propose several indicators that reflect consumers' evaluations of product quality. These indicators include efficiency, which refers to the ease and speed with which consumers obtain products or services; fulfillment, which relates to the product's ability to meet consumer needs and expectations; system availability, which reflects the reliability and availability of the system supporting the purchasing process; and privacy, which concerns the protection of consumer data and information security.

H2: Perceived quality has a positive and significant influence on purchase decisions.

2.3. The Influence of Brand Image on Purchase Decisions

Brand image can be understood as consumers' overall perceptions of a brand, shaped by their memories, experiences, and the associations they attach to it. Keller, as cited in Widyastuti and Said (2017), states that brand image reflects the way a brand is perceived and recalled by consumers based on the information and experiences they have acquired over time. A positive and well-established brand image facilitates product recognition, builds consumer trust, and encourages preference over competing brands. Within the fashion industry, brand image holds particular importance, as consumers' purchasing decisions are influenced not only by functional attributes but also by symbolic values, lifestyle expression, and identity conveyed through the brand.

Numerous earlier studies have shown that brand image greatly impacts purchasing choices. Research conducted by Dairina (2022) indicates that a positive brand image enhances consumer confidence in making purchasing decisions. Similarly, Sari et al. (2022) found that brand image has a positive and significant effect on consumers' purchase decisions. In addition, Arianty and Andira (2021) emphasize that brands with a favorable image are more easily accepted by consumers, as they are perceived as more reliable and valuable. The consistency of these findings suggests that brand image is a strategic factor in shaping consumer purchase decisions. To measure brand image, Setiawan et al. (2015) propose several key indicators that represent consumers' perceptions of a brand. These indicators include a recognizable brand logo, ease of brand recognition, brand trustworthiness, brand popularity, and a modern brand impression. These indicators help explain the extent to which a brand image is embedded in consumers' minds.

H3: Brand image has a positive and significant influence on purchase decisions.

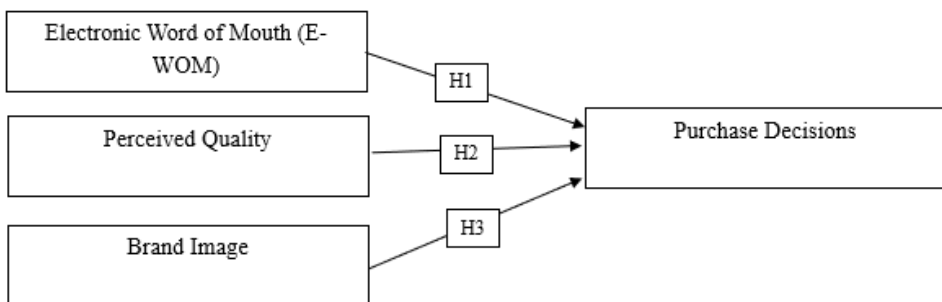


Figure 1. Research Framework

Figure 1 illustrates the conceptual framework of the study showing the relationship between E-WOM, Perceived Quality, and Brand Image as independent variables to Purchase Decisions as the dependent variable. Each arrow pointing to the purchase decision represents the research hypothesis (H1, H2, and H3) that tests the influence of each independent variable on consumer purchasing decisions. This framework is used to analyze the extent to which these three factors influence the purchase decision of the Roughneck 1991 product.

3. Methods

This study employs a quantitative methodology with a causal research design. Causal research is intended to identify and explain cause-and-effect relationships between independent and dependent variables through numerical data analysis and statistical techniques (Sujarweni, 2014; Arsyam & Tahir, 2021). In this research, Electronic Word of Mouth (E-WOM) is designated as the first independent variable (X1), perceived quality as the second independent variable (X2), and brand image as the third independent variable (X3). The dependent variable is the purchase decision of Roughneck 1991 fashion products in Yogyakarta. This design is considered appropriate for evaluating the extent to which each independent variable influences consumer purchasing behavior.

The research draws on both primary and secondary data. Primary data were collected directly from respondents through structured questionnaires distributed to consumers of Roughneck 1991 in Yogyakarta. The questionnaire items were constructed based on established indicators for each variable and measured using suitable scales to accurately reflect respondents' perceptions. Secondary data were obtained from official company websites, academic journals, textbooks, and other relevant sources to support the research framework and analysis (Sugiyono, 2019). The combination of these data sources is expected to improve the comprehensiveness and credibility of the study's findings.

The population of this research consists of all Roughneck 1991 consumers in Yogyakarta. However, since the total number of consumers cannot be precisely identified, the population is categorized as infinite. Consequently, a non-probability sampling method using purposive sampling was applied, whereby respondents were selected according to predetermined criteria to ensure alignment with the research objectives (Sugiyono, 2019). The criteria include consumers who have made at least one purchase of Roughneck 1991 products, either online or offline; are at least 17 years of age; actively use social media platforms such as Instagram, TikTok, or similar digital media; and have encountered information about Roughneck 1991 through online or social media channels.

Data analysis was conducted in several stages. Initially, validity and reliability tests were performed to confirm that the research instruments were both accurate and consistent. Descriptive statistical analysis was then employed to describe

respondent characteristics and summarize the research variables. Ultimately, multiple linear regression analysis was utilized to investigate the impacts of E-WOM, perceived quality, and brand image on purchasing choices. Hypothesis testing included partial tests (t-tests), simultaneous tests (F-tests), and the coefficient of determination to evaluate how well the independent variables account for changes in the dependent variable.

4. Results

Based on Table 1, the validity test results show that all questionnaire items used to measure the variables E-WOM (X1), perceived quality (X2), brand image (X3), and purchase decisions (Y) have significant values of 0.001, which are below the threshold of 0.05. This indicates that all statement items satisfy the required validity standards. Furthermore, all indicators measuring the E-WOM variable, ranging from items X1.1 to X1.6, are confirmed to be valid. These findings suggest that the questionnaire items adequately reflect the E-WOM construct and effectively capture consumers' perceptions of online reviews and digital information related to Roughneck 1991.

Table 1. Validity Test Results

Variabel	Statement	Sig.	Criteria	Remarks
E_WOM (X1)	X1.1	0.001	0.05	Valid
	X1.2	0.001	0.05	Valid
	X1.3	0.001	0.05	Valid
	X1.4	0.001	0.05	Valid
	X1.5	0.001	0.05	Valid
	X1.6	0.001	0.05	Valid
Perceived Quality (X2)	X1.1	0.001	0.05	Valid
	X2.1	0.001	0.05	Valid
	X2.2	0.001	0.05	Valid
	X2.3	0.001	0.05	Valid
Brand Image (X3)	X2.4	0.001	0.05	Valid
	X3.1	0.001	0.05	Valid
	X3.2	0.001	0.05	Valid
	X3.3	0.001	0.05	Valid
	X3.4	0.001	0.05	Valid
Purchase Decisions (Y)	X3.5	0.001	0.05	Valid
	Y1	0.001	0.05	Valid
	Y2	0.001	0.05	Valid
	Y3	0.001	0.05	Valid
	Y4	0.001	0.05	Valid
	Y5	0.001	0.05	Valid

Likewise, the indicators measuring perceived quality (X2.1–X2.4) satisfy the validity requirements, suggesting that these items accurately reflect consumers'

evaluations of product quality. In addition, all statements used to measure brand image (X3.1-X3.5) are validated, indicating that the instrument appropriately captures consumers' perceptions of the Roughneck 1991 brand. The items designed to assess purchase decisions (Y1-Y5) also demonstrate acceptable validity, confirming their suitability for measuring purchasing behavior. Thus, these findings indicate that the questionnaire is a reliable research instrument and is appropriate for collecting data to analyze the relationships among the study variables.

Table 2. Reliability Test

Variable	Cronbach's Alpha
E-WOM (X1)	0.841
Perceived Quality (X2)	0.881
Brand Image (X3)	0.858
Purchase Decisions (Y)	0.814

Based on Table 2, the reliability of the research instruments was evaluated using Cronbach's Alpha. A measurement instrument is regarded as reliable if the Cronbach's Alpha coefficient is greater than 0.6. In contrast, instruments with Cronbach's Alpha values below 0.6 are considered to lack reliability (Ghozali, 2014).

Table 3. Normality Test Result

		E-WOM	Perceived Quality	Brand Image	Purchase Decisions
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	25.04	16.71	20.98	20.44
	Std. Deviation	3.484	2.705	3.028	3.292
Most Extreme Differences		0.103	0.131	0.137	0.117
Positive		0.077	0.112	0.137	0.083
Negative		-0.103	-0.131	-0.121	-0.117
Test Statistic		0.103	0.131	0.137	0.117
Asymp. Sig. (2-tailed) ^c		0.011	<0.001	<0.001	0.002
Sig.		0.010	<0.001	<0.001	0.002
Monte Carlo 99% Sig. (2-tailed) ^d	Lower Bound	0.007	0.000	0.000	0.001
	Upper Bound	0.012	0.000	0.000	0.003
	Confidence Interval				

According to Table 3, the normality assessment utilizing the Kolmogorov-Smirnov method with the Monte Carlo technique indicates that all research variables exhibit Monte Carlo significance (2-tailed) values lower than 0.05. In particular, the significance values are 0.010 for E-WOM, under 0.001 for Perceived Quality, under 0.001 for Brand Image, and 0.002 for Purchase Decision. The findings suggest that the data for every variable do not follow a normal distribution.

The study's sample size includes 100 participants, which is viewed as sufficient. The Central Limit Theorem states that data with a sufficiently large sample size can nonetheless be examined using parametric statistical techniques. Consequently, even with the breach of normality assumption, the data still suit further analysis, especially multiple linear regression.

Table 4. Multicollinearity

	Variable	Collinearity Statistic.	Collinearity Statistic.
		Tolerance	VIF
1	E-WOM	0.657	1.522
	Perceived Quality	0.404	2.478
	Brand Image	0.398	2.513

According to Table 4, the findings show that every variable has tolerance values exceeding 0.10 and Variance Inflation Factor (VIF) values under 10. These results indicate that multicollinearity is absent among the variables in the regression model.

Table 5. Heteroscedasticity Test

Variable	Unst. Coef. B	Unst. Coef. Std. Error	Stand. Coef. Beta	t	Sig.
E-WOM	-0.011	0.061	-0.023	-0.179	0.858
Perceived Quality	0.022	0.100	0.036	0.222	0.825
Brand Image	0.031	0.090	0.056	0.344	0.731

According to the heteroskedasticity test outcomes shown in Table 5, the p-values for all independent variables exceed 0.05. Consequently, it can be determined that the regression model demonstrates no signs of heteroskedasticity.

Table 6. Multiple Linear Regression Analysis Results and Partial Test Results (t-test)

Variable	Unst. Coef. B	Unst. Coef. Std. Error	Stand. Coeff. Beta	t	Sig.
(Constant)	5.688	2.107		2.700	0.008
E-WOM	0.005	0.092	0.005	0.055	0.956
Perceived Quality	0.276	0.152	0.227	1.820	0.072
Brand Image	0.477	0.136	0.439	3.503	<0.001

According to Table 6, the multiple linear regression analysis indicates that the constant is valued at 5.688, with a significance level of 0.008. This means that when E-WOM, perceived quality, and brand image are held constant, the baseline value for the purchase decision variable is 5.688. As the significance value is under 0.05, the constant holds statistical significance. The E-WOM variable shows a regression coefficient of 0.005, a t-statistic of 0.055, and a significance level of 0.956. These results indicate that E-WOM does not significantly affect purchase decisions, implying that online reviews and digital word-of-mouth information do not

meaningfully influence consumers' choices to buy Roughneck 1991 products. Perceived quality exhibits a positive regression coefficient of 0.276, accompanied by a t-value of 1.820 and a significance level of 0.072. Despite the positive relationship, the significance value is greater than the 0.05 threshold, suggesting that perceived quality does not have a meaningful impact on purchase decisions.

In comparison, brand image shows a regression coefficient of 0.477, a t-value of 3.503, and a significance level under 0.001. This finding verifies that brand image positively and significantly influences purchasing decisions. Additionally, the standardized beta coefficient of 0.439 shows that brand image is the most significant variable among the independent variables. Consequently, the partial test outcomes indicate that only brand image has a significant impact on the purchasing choices of Roughneck 1991 consumers in Yogyakarta, whereas E-WOM and Perceived Quality exhibit no significant effects.

5. Discussion

According to the findings of the partial (t) test, the E-WOM variable shows a t-statistic of 0.055 and a significance value of 0.956, exceeding the 0.05 significance threshold. This outcome suggests that E-WOM does not have a meaningful impact on consumers' buying choices concerning the Roughneck 1991 brand. Although E-WOM is often regarded as a crucial factor in influencing consumer choices, the results of this research indicate that its effect is insignificant within the studied context. This result contrasts with previous studies conducted by Suryani et al. (2021), Yulindasari and Fikriyah (2022), and Lestari and Widjanarko (2023), which reported that E-WOM has a positive and significant impact on purchase decisions. The present findings imply that even though consumers may access information or reviews through social media and digital platforms, such information is not sufficiently influential to determine their purchasing decisions regarding Roughneck 1991. It is likely that consumers rely more on personal experience than on online reviews, or that the brand's target market is less inclined to read or trust digital opinions.

Additionally, the findings of the partial (t) test indicate that perceived quality has a t-value of 1.820 and a significance level of 0.072, which exceeds the 0.05 threshold. This result indicates that perceived quality does not have a statistically significant influence on purchasing choices concerning Roughneck 1991. This finding differs from previous research by Majid (2016), Gunawan (2019), and Prilano (2020), which found that perceived quality significantly affects purchase decisions. The result suggests that although consumers may perceive Roughneck 1991 products as having good quality, this perception is not strong enough to become the primary determinant of purchasing decisions. Other factors, such as price, style, or design, may play a more dominant role, while product quality is perceived as relatively similar

to that of competing brands and therefore does not serve as a key differentiating factor.

By contrast, brand image shows a strong influence on purchasing decisions, reflected by a t-value of 3.503 and a significance level of 0.001, which is far below the 0.05 criterion. This result indicates that brand image has a positive and statistically significant effect on consumers' decisions to purchase Roughneck 1991 products. This finding aligns with previous studies conducted by Arianty and Andira (2021), Dairina and Sanjaya (2022), and Sari et al. (2022), which highlight the crucial role of brand image in influencing consumer behavior. The results suggest that Brand Image is the most dominant factor affecting purchase decisions, as consumers tend to give substantial attention to how a brand is perceived publicly, including the values it conveys, the lifestyle and identity symbolized by its products, and the brand's reputation or associations within certain communities.

6. Conclusion

This study examines the impact of E-WOM, perceived quality, and brand image on the fashion buying choices of Roughneck 1991 customers in Yogyakarta. The findings indicate that the study's goals have been effectively achieved and provide several significant results. E-WOM does not significantly impact purchasing choices, suggesting that reviews, comments, and recommendations shared via social media do not greatly influence consumers' decisions to purchase Roughneck 1991 products. This implies that, in this scenario, buyers do not heavily depend on online reviews when choosing to buy.

In the same way, perceived quality does not have a major impact on buying choices. While consumers usually view Roughneck 1991 products favorably regarding website accessibility, product availability, and transaction security, these factors aren't robust enough to serve as the main focus in the buying process. In contrast, brand image shows a significant and positive influence on purchase decisions. A strong brand image, reflected in a recognizable logo, a modern and popular brand perception, and a high level of consumer trust, emerges as the most dominant factor driving consumers' decisions to purchase Roughneck 1991 fashion products.

The findings imply that the company should prioritize the development and reinforcement of its brand image as a central marketing strategy to sustain competitiveness in the fashion market. While E-WOM and perceived quality were not identified as significant predictors of purchase decisions, these factors should still be carefully managed as part of a broader, long-term marketing approach. Future research is recommended to include additional variables such as price, lifestyle, and brand loyalty, as well as to extend the study to other geographical areas in order to produce more comprehensive and generalizable insights.

7. Limitations

This research has multiple limitations that must be considered when analyzing the findings. Initially, the sample was made up of just 100 respondents from Yogyakarta, restricting the applicability of the results to consumers in other areas that might exhibit different demographic and market features. Secondly, the research focused solely on three independent variables: E-WOM, perceived quality, and brand image, although additional factors that could impact purchase decisions were left out of the analysis. Third, the respondents were predominantly within the 21-25 age group, which indicates that the perceptions captured in this study largely reflect the views of younger consumers and may not fully represent the perspectives of other demographic segments.

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