

## THE EFFECT OF PRICE PERCEPTION AND E-WOM ON PURCHASE DECISIONS ON THE E-COMMERCE PLATFORM SHOPEE



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### Abstract

Purchasing behavior in the digital marketplace is shaped by several variables, notably consumers' perceptions of price and the influence of Electronic Word of Mouth (e-WOM). This research investigates the extent to which these two factors—price perception and e-WOM—affect consumer purchasing decisions on the Shopee platform, both individually and collectively. Employing a quantitative approach through structured surveys distributed to active Shopee users, this study applies multiple linear regression analysis to evaluate the relationships between the independent variables (price perception and e-WOM) and the dependent variable (purchase decisions). The findings demonstrate that both variables significantly and positively influence consumer purchasing behavior. The results underscore the importance of competitive pricing strategies and the strategic use of e-WOM in enhancing consumer engagement and driving sales performance on e-commerce platforms.

**Keywords:** Price Perception, Electronic Word of Mouth, Consumer Purchase Behavior, E-Commerce, Shopee

## **INTRODUCTION**

In the current age of globalization, digital transformation has revolutionized the retail landscape, with e-commerce emerging as one of the most vibrant and rapidly evolving sectors of the modern economy. Among the dominant platforms in Southeast Asia, Shopee has carved out a leading position, particularly in Indonesia, by leveraging aggressive marketing tactics—ranging from extensive promotional discounts to user-centric digital interfaces. According to Similarweb data, Shopee attracted approximately 277.5 million visits in May 2024 alone—more than double that of its nearest competitor, Tokopedia, which recorded 124.6 million visits (Tempo.co).

Two pivotal determinants frequently cited as influencing online consumer behavior are price perception and electronic word of mouth (e-WOM). Price perception refers to the subjective evaluation of a product's price in relation to its perceived benefits, influenced by both personal and contextual factors. In e-commerce, where price comparisons are seamless, consumer price sensitivity is particularly heightened. Concurrently, e-WOM—defined as consumer-generated feedback disseminated through digital platforms—has become a critical source of trust and decision-making for online shoppers, surpassing traditional advertisements in persuasive power.

Given these dynamics, it becomes imperative to explore how these two constructs affect online purchase decisions. This study aims to examine the degree to which price perception and e-WOM individually and jointly influence consumers' decisions to make purchases on the Shopee platform. The insights generated are intended to assist businesses in formulating data-driven, consumer-focused strategies to enhance sales effectiveness in an increasingly digital marketplace.

## **REVIEW OF LITERATURE**

### **Price Perception**

Price perception reflects a consumer's subjective evaluation of the monetary cost of a product concerning the benefits it provides. This assessment is inherently personal, as what one consumer deems expensive may appear affordable or fair to another, depending on individual circumstances, socio-economic background, and environmental factors. Price

perception extends beyond nominal figures; it encompasses consumer beliefs about the fairness and appropriateness of a price in relation to product quality and promotional value.

Kotler and Armstrong (2021) define price simply as the monetary value exchanged for a product. However, in practice, consumers interpret price within a broader context—often weighing it against perceived product performance, competing offers, and the psychological impact of pricing cues. In the digital marketplace, where price transparency is high and comparisons are effortless, price perception becomes a decisive factor in purchasing behavior.

According to Kotler & Armstrong (2023), effective price perception strategies require firms to consider competitive pricing, perceived value, and how price communicates quality. Supporting this, Monroe (1973) and Zeithaml (1985) assert that pricing fairness and reference price theory significantly shape consumer attitudes in online purchasing environments. Promotional campaigns, flash sales, and pricing algorithms—as employed by Shopee—play an integral role in influencing these perceptions.

Putra (2021) emphasizes that a consumer's understanding of price, shaped by clarity and relevance, can deeply affect purchase intentions. Similarly, Havidz and Mahaputra (2020) argue that improved price perception directly increases the likelihood of a consumer making a purchase. Schiffman and Kanuk (2018) further suggest that perceived pricing has a lasting impact not only on decision-making but also on post-purchase satisfaction.

Indicators commonly associated with price perception include (1) consumer income and price sensitivity, (2) price-setting mechanisms, (3) comparative pricing, and (4) perceived value alignment (Kotler et al., 2018). Companies that align their pricing strategy with consumer expectations and perceived value are better positioned to convert browsing behavior into actual purchases.

### **Electronic Word of Mouth (E-WOM)**

Electronic Word of Mouth (E-WOM) refers to consumer-generated communications regarding products or services that are disseminated through digital channels such as blogs, review sites, social media platforms (e.g., Facebook, Twitter), and messaging applications (Amanda et al., 2021). E-WOM can be either positive or negative, depending on the nature

of the experience shared, and it often carries more influence than traditional advertising due to its perceived authenticity and relatability.

The rapid spread and high accessibility of E-WOM have transformed it into a powerful tool for shaping consumer perceptions. Unlike traditional word of mouth, E-WOM benefits from the scalability of digital technology, allowing a single opinion to reach thousands—or even millions—of potential consumers. Platforms such as YouTube, WhatsApp, Line, and Instagram facilitate the viral distribution of consumer experiences and recommendations.

Several studies confirm the strong correlation between E-WOM and purchase decisions. Research by Luthfiyatillah et al. (2020) and Eriza (2017) shows that positive digital reviews significantly influence consumer trust and intent to purchase. Conversely, studies by Wijaya and Paramita (2014) and Sindunata (2018) highlight that the influence of E-WOM may vary depending on product type, platform credibility, or consumer demographics.

Goyette et al. (2010), as cited in Randabunga et al. (2021), identify four key dimensions of E-WOM: intensity, valence (positive/negative tone), content credibility, and information richness. These dimensions directly influence the level of consumer engagement and trust. Aprilia et al. (2019) further support the idea that E-WOM significantly strengthens consumer trust, particularly in high-risk or experience-driven product categories.

Ultimately, E-WOM is not just a mechanism for communication but also a critical driver of consumer behavior, affecting awareness, attitude, interest, and ultimately, decision-making.

### **Buying Decision**

A purchasing decision is the culmination of a consumer's cognitive and behavioral processes when selecting from among multiple product or service options. It involves the recognition of a need, information gathering, evaluation of alternatives, actual purchase, and post-purchase evaluation (Karimi et al., 2015).

According to Sriyanto and Kuncoro (in Rohman & Sidanti, 2022), decision-making involves choosing among various alternatives based on rational or emotional criteria. Firmansyah (2019) describes purchasing decisions as sequential processes wherein

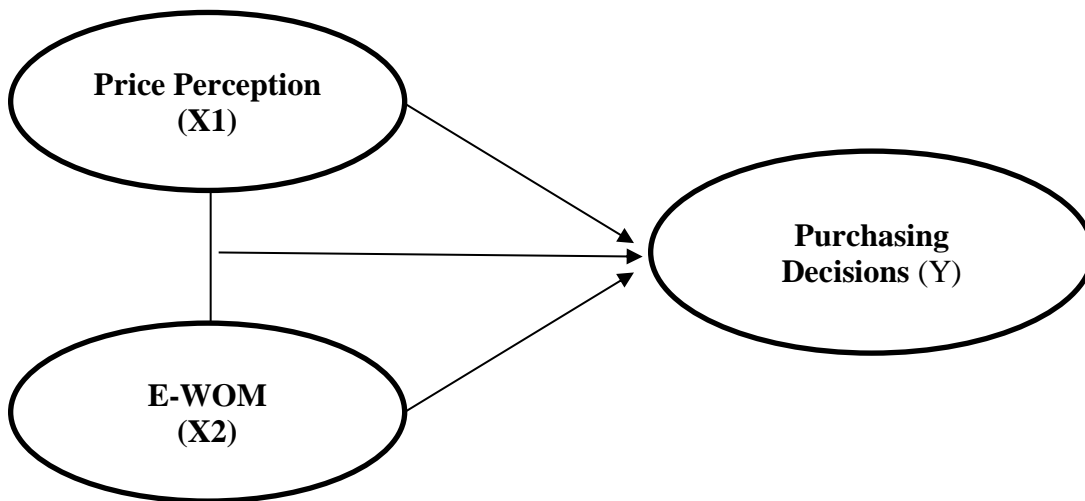
consumers assess the suitability of available options based on their preferences, perceived value, and risk levels.

Schiffman and Kanuk define purchase decisions as selection processes among alternatives, emphasizing the psychological, cultural, and situational factors involved. Yunita and Haryanto (2012) highlight that consumer decision-making is greatly influenced by external cues such as reviews, advertising, and word of mouth.

Prasad and Jha (2014) add that purchase decisions involve identifying a problem, analyzing alternatives, and selecting the most appropriate solution. These decisions reflect a consumer's judgment about which product best satisfies their needs under given constraints. The process is often iterative and dynamic, especially in digital environments where new information is constantly available.

Kotler and Keller (2018) categorize key indicators of purchasing decisions into six areas: product choice, brand preference, media channel usage, purchase timing, quantity of purchase, and payment method. These indicators help businesses align their marketing strategies with consumer expectations and behavior patterns.

### Conceptual Framework



### Hypothesis Development

**H1: Price perception has a significant effect on consumer purchasing decisions.**

A growing body of empirical research supports the notion that consumers' perceptions of price significantly influence their purchase behavior. Price perception is not merely a

reaction to numerical price tags but rather a cognitive evaluation of fairness, value, and affordability relative to product quality. Studies by Dwiarta and Ardiansyah (2021) affirm that a positive price perception enhances consumers' willingness to purchase, especially when the price is perceived as justifiable in relation to the benefits received. Merabet (2020) further corroborates these findings, highlighting that price perception plays a crucial role in shaping consumer intentions, particularly in highly competitive digital marketplaces where price transparency is prevalent.

**H2: Electronic Word of Mouth (E-WOM) significantly affects purchasing decisions.**

Electronic Word of Mouth has emerged as a highly influential determinant of consumer behavior in the digital age. According to Tjiptono (as cited in Habibie, 2019), E-WOM functions as a key source of informal communication that provides prospective buyers with relevant evaluations and experiences from other users. As the sophistication of digital platforms increases, so does the credibility and reach of E-WOM, which in turn boosts its capacity to affect consumer decisions. Through platforms such as social media, forums, and review sites, E-WOM reduces information asymmetry and instills trust, thereby increasing the likelihood of purchase.

**H3: Price perception and E-WOM simultaneously exert a significant influence on purchasing decisions.**

Purchasing decisions are inherently complex and multi-faceted, often involving the assessment of multiple variables. Firmansyah (2018) describes purchasing decisions as a sequence of problem-solving steps wherein consumers evaluate available options before committing to a particular course of action. Wardana (2017) notes that the communication process between message sender and receiver significantly shapes this decision-making behavior. Furthermore, Karimi et al. (2015) outline five essential stages in the decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. When considered jointly, price perception and E-WOM provide both rational and social cues that together shape the consumer's final choice. Their simultaneous influence reflects the interplay between internal evaluations (price-value trade-offs) and external social validation (peer feedback), both of which are critical in the context of online purchasing.

## RESEARCH METHOD

This study adopts a quantitative research design with a survey-based approach to investigate the effects of price perception and electronic word of mouth (E-WOM) on purchasing decisions. A purposive sampling technique was employed to select respondents who meet specific criteria—namely, students residing in Cirebon City who are active users of the Shopee e-commerce platform. The rationale for using purposive sampling lies in its ability to target a specific subset of the population that is most relevant to the research objectives.

Primary data were gathered using an online questionnaire distributed via Google Forms. The questionnaire was designed to capture respondents' perceptions of price, E-WOM exposure, and purchasing behaviors. A four-point Likert scale was used to measure responses, ranging from "strongly disagree" to "strongly agree". The decision to utilize an even-numbered scale was based on the intention to minimize central tendency bias, which is common in odd-numbered Likert scales where respondents often gravitate toward the neutral midpoint. This methodological choice enhances data accuracy by encouraging more definitive responses and allowing for more reliable analysis.

The sampling frame included Shopee users among the student population in Cirebon. Due to limitations in time, resources, and geographical access, it was not feasible to survey the entire population. Therefore, sampling was deemed appropriate to obtain representative insights. The sample size was determined using the Slovin formula, which is appropriate when the total population size is known, and a specific margin of error is tolerable.

Based on Slovin formula, a sample size of 200 respondents was deemed sufficient for the analysis. The research instrument was developed based on validated indicators from prior literature. The questionnaire consisted of three main sections corresponding to the study variables: price perception (X1), electronic word of mouth (X2), and purchase decision (Y). The items were adapted from established scales and then tested for validity and reliability.

The collected data were analyzed using multiple linear regression to examine both partial and simultaneous effects of the independent variables (price perception and E-WOM) on the dependent variable (purchase decisions). Before hypothesis testing, the data were subjected to: 1) Validity Testing: To ensure the instrument accurately measures the intended

constructs; 2) Reliability Testing: Conducted using Cronbach’s Alpha to assess the internal consistency of each variable; 3) Classical Assumption Tests: Including normality, multicollinearity, and heteroscedasticity checks to ensure the suitability of regression analysis; 4) t-tests and F-tests: To evaluate the significance of the relationships both individually (partial) and collectively (simultaneous).

## RESULTS AND DISCUSSION

### Validity Test

To ensure that the research instruments accurately measured each construct, a **validity test** was conducted using item-total correlation values. An item is considered valid if the correlation coefficient (r count) exceeds the critical value (r table = 0.138). The results showed that all indicators for the variables—price perception (X1), E-WOM (X2), and purchase decision (Y)—had corrected item-total correlation values above the threshold with significance levels below 0.05. Thus, all items were declared **valid**.

**Table 1**  
**Questionnaire Collection Results**

No	Corrected ValueItem Total Correlation /r Count	Sig	r Table	Criteria
X1.1	0.750	0.000	0.138	Valid
X1.2	0.492	0.000	0.138	Valid
X1.3	0.638	0.000	0.138	Valid
X1.4	0.739	0.000	0.138	Valid
X1.5	0.671	0.000	0.138	Valid
X1.6	0.809	0.000	0.138	Valid
X1.7	0.662	0.000	0.138	Valid
X1.8	0.680	0.000	0.138	Valid
X1.9	0.638	0.000	0.138	Valid
X1.10	0.552	0.000	0.138	Valid

Source: Results of data processing and SPSS Program

**Table 2**  
**Questionnaire Collection Results**

NO	Corrected ValueItem Total Correlation /r Count	Sig	r Table	Criteria
X2.1	0.540	0.000	0.138	Valid
X2.2	0.512	0.000	0.138	Valid
X2.3	0.584	0.000	0.138	Valid

X2.4	0.625	0.000	0.138	Valid
X2.5	0.568	0.000	0.138	Valid
X2.6	0.641	0.000	0.138	Valid
X2.7	0.672	0.000	0.138	Valid

Source: Results of data processing and SPSS Program

**Table 3**  
**Questionnaire Collection Results**

No	Corrected ValueItem Total Correlation /r Count	Sig	r Table	Criteria
Y.1	0.524	0.000	0.138	Valid
Y.2	0.404	0.000	0.138	Valid
Y.3	0.455	0.000	0.138	Valid
Y.4	0.548	0.000	0.138	Valid
Y.5	0.692	0.000	0.138	Valid
Y.6	0.732	0.000	0.138	Valid
Y.7	0.453	0.000	0.138	Valid
Y.8	0.744	0.000	0.138	Valid
Y.9	0.667	0.000	0.138	Valid
Y.10	0.567	0.000	0.138	Valid

Source: Results of data processing and SPSS Program

### Reliability Test

The reliability of each construct was assessed using Cronbach's Alpha. According to standard criteria, a variable is considered reliable if the alpha value exceeds 0.60. The results are as follows:

1. Price Perception:  $\alpha = 0.860$
2. E-WOM:  $\alpha = 0.691$
3. Purchase Decision:  $\alpha = 0.784$

These findings indicate that all variables demonstrate acceptable to high internal consistency, confirming the reliability of the measurement instrument.

**Table 4**  
**Reliability Test Results**

Variables	Cronbach's Alpha	Conclusion
Price Perception	0.860	Reliable
E-WOM	0.691	Reliable
Buying decision	0.784	Reliable

Source: Results of data processing and SPSS Program

### Multiple Linear Regression Analysis

The influence of price perception and E-WOM on consumer purchasing decisions is tested in this study using multiple linear regression analysis, which measures the influence of independent variables on dependent variables. Focusing on the value of the dependent variable in relation to other factors is the goal. After calculations with SPSS software, the following are the results of multiple linear regression analysis.

**Table 5**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	10,909	1,364		7,999	.000
	X1	.492	.040	.652	12,280	.000
	X2	.295	.068	.228	4,300	.000

a. Dependent Variable: Y

Source: Results of data processing and SPSS Program

Based on the table above, it can be seen that the constant value (value a) is 10.909 and for price perception (value B) 0.492. Meanwhile, E-WOM (value B) is 0.295 so that the following multiple linear regression equation can be obtained:

$$Y = 10.909 + 0.492X1 + 0.295X2$$

Which mean: 1) The constant value of the purchasing decision (Y) is 10.909, which states that if variables X1, X2 are equal to zero, namely price perception and E-WOM, then the purchasing decision is 10.909; 2) The regression coefficient value of the price perception variable X1 is 0.492, meaning that if price perception increases while E-WOM remains the same, the number of purchases will also increase by 0.492. In other words, price perception has a contribution of 0.492 to purchasing decisions; 3) The E-WOM variable has a regression coefficient value of 0.295, meaning that if E-WOM increases while price perception remains the same, the number of purchases will also increase by 0.295. In other words, E-WOM has a contribution of 0.295 to purchasing decisions.

From the description above, it can be concluded that price perception and E-WOM influence purchasing decisions.

### Multiple Correlation Test

**Table 6**  
**Model Summary<sup>b</sup>**

Model	R	Change Statistics			
The Effect of Price Perception ..... 6288					

	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.843a	.711	1.77082	.711	242,650	2	197	.000

a. Predictors: (Constant), e-WOM, Price Perception

b. Dependent Variable: Purchase Decision

Source: Results of data processing and SPSS Program

The Sig. F Change value is 0.000 (<0.05), so it can be concluded that the Price Perception Variable (X1), E-WOM (X2) have a significant relationship to the Purchasing Decision (Y) simultaneously.

The R value (Correlation Coefficient) is 0.843, so it can be concluded that the level of relationship between Price Perception (X1) and E-WOM (X2) on Purchasing Decisions (Y) simultaneously has a very strong relationship.

### T-test

**Table 7**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,933	1.283		9.304	.000
	Price Perception	.679	.038	.787	17,967	.000
a. Dependent Variable: Purchase Decision						
	Price Perception	.679	.038	.787	17,967	.000

a. Dependent Variable: Purchase Decision

Source: Results of data processing and SPSS Program

According to the table above, the results of the t-test (partial) show that the significance value of the influence of Price Perception (x1) on Purchasing Decisions (Y) is 0.000 <0.05, the calculated t value is 17.967> the t-table value of 1.972, so Ho1 is rejected and Ha1 is accepted. This means that there is a significant influence of Price Perception on purchasing decisions.

**H1 : There is a significant influence of Price Perception on Purchasing Decisions**

**Table 8**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.269	1,907		3.811	.000
	e-WOM	1.106	.076	.718	14,504	.000

a. Dependent Variable: Purchase Decision

Source: Results of data processing and SPSS Program

According to the table above, the results of the t-test (partial) show that the significance value of the influence of E-WOM (X2) on Purchasing Decisions (Y) is  $0.000 < 0.05$ , the calculated t value is  $14.504 >$  the t-table value of 1.972, so  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a significant influence of E-WOM on purchasing decisions.

**H2 : There is a significant influence of E-WOM on purchasing decisions**

### F Test

**Table 9**  
**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1521.803	2	760.902	242.650	.000b
	Residual	617.752	197	3.136		
	Total	2139.555	199			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), e-WOM, Price Perception

Source: Results of data processing and SPSS Program

According to the table above, it can be seen that the significance value for the influence of price perception (X1) and E-WOM (X2) on Purchasing Decisions (Y) is  $0.000 < 0.05$  and f count  $242.650 >$  f table value 3.09. This proves that  $H_0$  is rejected and  $H_a$  is accepted. This means that Price Perception (X1) and E-WOM (X2) on Purchasing Decisions (Y) have a significant influence simultaneously.

**H3 : There is a significant simultaneous influence of Price Perception and E-WOM on Purchasing Decisions**

### Discussion

The findings of this study reveal that both price perception and electronic word of mouth significantly influence purchasing decisions on the Shopee platform, both independently and in combination. The stronger impact of price perception, as indicated by a higher regression coefficient, suggests that in price-sensitive markets such as Indonesia, consumers place considerable weight on value-for-money and pricing transparency.

Nonetheless, E-WOM remains a powerful social driver, shaping consumer trust, reducing perceived risk, and validating purchase intentions. In digital marketplaces, where

direct product inspection is not possible, peer reviews and shared experiences serve as critical substitutes for quality assurance.

These findings are consistent with previous literature (e.g., Dwiarta & Ardiansyah, 2021; Merabet, 2020; Amanda et al., 2021), affirming that well-managed pricing strategies and positive online consumer discourse are essential for enhancing e-commerce performance. For platforms like Shopee, this implies a need for dynamic pricing policies and robust consumer engagement strategies that amplify user-generated content and foster community-based trust.

## CONCLUSION

Based on the results of the study by conducting various stages of data processing and analysis in this study regarding the Influence of Price Perception, E-WOM and Purchase Decisions on the Shopee E-Commerce Platform among Students in Cirebon City.

This study shows that price perception and electronic Word of Mouth (eWOM) have a significant influence on purchasing decisions on the Shopee e-commerce platform. Positive price perception can increase consumer interest in purchasing products because prices that are considered reasonable or competitive tend to influence consumers' final decisions. Meanwhile, eWOM in the form of reviews and recommendations from other users also plays an important role in shaping consumer perceptions and trust in the products offered. Therefore, these two factors have a mutually supportive role in driving consumer purchasing decisions on Shopee.

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