
**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND
ELECTRONIC WORD OF MOUTH ON PURCHASE DECISION
ON CARGLOSS HELMET PRODUCTS (STUDY ON CARGLOSS HELMET
PRODUCT USERS IN SURABAYA)**

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Abstract

This study aims to determine the significant influence of brand image, product quality, and electronic word of mouth both simultaneously and partially on purchase decisions on Cargloss helmet products in Surabaya. This type of research is associative research with a quantitative approach. Measurement of variables using a Likert scale with criteria strongly disagree to strongly agree. This sampling technique uses a non-probability sampling method by applying a purposive sampling approach. In this study, the population used was residents of Surabaya City with a sample of 100 respondents who were Cargloss helmet users. The data collection method uses a questionnaire distributed to respondents who match the criteria. Data analysis techniques using the SPSS version 26 programme. This study states that the variables Brand Image, Product Quality, and Electronic Word of Mouth simultaneously have a significant effect on Purchase Decision on Cargloss helmet products in Surabaya. The results also show that there is a significant effect of Brand Image, Product Quality, and Electronic Word of Mouth partially on Purchase Decision on Cargloss helmet products in Surabaya.

Keywords: Brand Image, Product Quality, Electronic Word of Mouth, Purchase Decision

INTRODUCTION

The development of the automotive industry in Indonesia, especially motorbikes, has shown significant growth in recent years. Based on data from the ASEAN Automotive Federation, the number of two-wheeled motorised vehicles continues to increase, making Indonesia one of the largest motorcycle markets in Southeast Asia (Kurniawan & Kurniawan, 2024). The large number of motorcycle sales in Indonesia makes this mode of transport the main choice of interest to the public.

The higher use of motorbikes has increased the need for safety riding equipment, especially helmets. In Indonesia itself, there are various choices of helmet brands available to meet the needs of motorbike users, ranging from local to international brands. One of the local helmet brands that is often found today is Cargloss, which is produced by PT Mega Karya Mandiri, which was founded in 2003. Cargloss helmets are known as retro-style helmets that have stylish and trendy models and have a variety of interesting collections. The variety of helmet models, such as full-face, open-face, and half-face, makes Cargloss a choice that can be adjusted to the needs and preferences of consumers.

The superiority of Cargloss helmets in the combination of safety, comfort and style is an important factor that can attract consumers to make purchase decisions. Consumer behaviour determines the decision-making process in purchasing. One of the factors that can influence consumers to make purchasing decisions is brand image. Consumer purchasing decisions are not only driven by needs or desires, but also by the brand image that has been built in their minds. A positive brand image is essential for Cargloss to maintain competitiveness in an increasingly competitive helmet market. As a manufacturer with a production capacity of 520,000 helmets every month, Cargloss has great potential to fulfil the growing market demand. By having a positive brand image, it will increase the attractiveness of the product so that it can influence consumers in making purchase decisions.

Apart from brand image which is a factor for consumer consideration in making purchasing decisions, product quality also needs to be considered when buying a product. The quality of Cargloss helmets is unquestionable, because Cargloss has met the Indonesian National Standard (SNI) so that it can be a safe, comfortable, and reliable helmet of choice for motorcyclists. By obtaining this certification, Cargloss not only guarantees optimal protection for its users but also demonstrates its commitment to product quality in accordance with safety standards and market needs. This SNI certification provides assurance that Cargloss helmets have undergone a series of durability and quality tests, making them an option that fulfils functional needs while providing a sense of security for consumers. The implementation of superior product quality is a key factor in maintaining the market in the midst of increasingly fierce business competition. When a product has better quality than its competitors, this can encourage consumers to make purchase decisions.

In looking for products that are needed, consumers can get information from various sources, one of which is word-of-mouth information about a brand and its product quality. In today's modern era, consumers can easily obtain information through various digital platforms. Consumers can now utilise digital platforms to find reviews and recommendations for the products they need. One factor that plays an important role in this process is the existence of electronic word of mouth (e-wom). One of the social media platforms that is now a place to disseminate information and product recommendations is TikTok. With an

algorithm that allows content to spread widely in a short time, electronic word of mouth can occur through the TikTok application when users share reviews, testimonials, or product recommendations. The existence of information through e-wom can be used as a consideration in making purchasing decisions for Cargloss helmets. Consumers who are looking for a helmet need information about reviews and recommendations from other people who have used it before. Information about the advantages and disadvantages of Cargloss helmets can be easily accessed.

Competitive business competition in the helmet industry encourages companies to continue to improve product excellence and marketing strategies. The large number of helmet brands in Indonesia has an impact on the many choices offered to consumers to make purchasing decisions for a brand of helmet products. In this case, creating a positive brand image, product quality, and electronic word of mouth (e-wom) is very important for Cargloss as one of the helmet brands that has been recognised by the Indonesian public. With the increasing sales of motorbikes in Indonesia, the sales of helmets as a safety attribute when riding will also increase. As the capital city of East Java Province, which has the highest number of motorbike vehicles in Indonesia, Surabaya City can be one of the potential markets for various automotive-related products, including helmets as mandatory head protection equipment.

Based on these thoughts and backgrounds, the purpose of this study is to determine the effect of brand image, product quality, and electronic word of mouth (e-wom) on purchase decisions. So this study is entitled the influence of brand image, product quality, and electronic word of mouth (e-wom) variables on purchase decisions on Cargloss helmet products (study on Cargloss helmet users in Surabaya City).

REVIEW OF LITERATURE

Marketing

Marketing is an organisational function and a series of processes that aim to create, deliver, and provide value to customers, as well as manage relationships with customers in a way that benefits the company and its stakeholders (Kotler *et al.*, 2022). Meanwhile, according to (Satriadi *et al.*, 2021) marketing is a series of main activities carried out by companies, both those engaged in goods and services, to develop business, make profits, and maintain business continuity.

Consumer Behaviour

According to Schiffman and Kanuk in (Ningsih, 2021), consumer behaviour is a series of activities carried out by consumers in searching for, buying, using, evaluating, and spending products and services that are expected to meet their needs. Consumer behaviour is related to the decision-making process carried out by individuals or groups in choosing and using goods or services to meet their needs.

Purchase Decision

Consumer behaviour is the things that underlie consumers to make purchasing decisions. According to Manap in (Haryanti, 2024), purchasing decisions are buying decisions that arise from the process of weighing several alternatives to meet needs. On the other hand, according to (Firmansyah, 2019) views purchasing decisions are viewed as a problem-solving step, where individuals consider various alternatives and choose the most

suitable one, by referring to the stages that have been passed previously in the decision-making process.

According to Kotler & Armstrong in (Yuliastuti & Susila, 2021) there are four indicators that can be used to measure purchase decision variables, including:

1. Steadiness to buy after knowing product information: Consumers will feel confident about buying a product after obtaining sufficient and relevant information about the product.
2. Deciding to buy because of the most preferred brand: Consumers tend to choose products from brands that they already know or like.
3. Buying because it suits wants and needs: Consumers buy products that are considered capable of fulfilling their needs or desires.
4. Buying because of recommendations from others: Purchasing decisions are made by consumers after getting recommendations or testimonials from other people.

Brand Image

Brand image is the impression and experience that arises in the minds of consumers when they see or hear a brand (Aini & Walyoto, 2022). Meanwhile, according to (Huda, 2020) brand image is a picture formed in someone's mind about a brand, based on their ideas, impressions, and perceptions.

According to Aaker & Biel in (Aini & Walyoto, 2022) there are three indicators of brand image, including:

1. Corporate image (maker image), is the consumer's perception of the company that produces goods/services
2. User image, which is the consumer's view of the characteristics of users of a particular product or brand.
3. Product image (product image), is the consumer's view of the products/services offered by the company.

Product Quality

According to (Firmansyah, 2019) product quality refers to the fact that the goods being sold have special advantages that make them more valuable than products from competitors. Product quality or product quality is defined as a set of characteristics possessed by an item, which measures its ability to fulfil the wants and needs of users as previously imagined (Anam *et al.*, 2021).

Product quality indicators according to (Adwimurti & Sumarhadi, 2023) are as follows:

1. Performance, namely the product's ability to carry out its main function optimally.
2. Durability, namely the ability of the product to last a long time against damage over time.
3. Conformance to Specifications, namely, the product meets the standards or specifications that have been set.
4. Features, namely characteristics or complementary elements that enhance product functions and can attract consumers.
5. Reliability, namely the product's ability to work consistently without interruption or damage over a period of time.
6. Aesthetics relates to the visual and design aspects of the product, which include the beauty and attractive appearance of the product.

7. Perceived Quality, namely, consumers' subjective perceptions of product quality based on personal experience

Electronic Word of Mouth

According to Kotler & Keller in (Setiyadi *et al.*, 2022) Electronic Word of Mouth (e-wom) is a marketing strategy method in the form of a promotion that utilizes the internet network to create a communication impact like a recommendation between individuals, to strengthen the achievement of marketing goals. E-wom is a form of informal communication using internet technology to share information, experiences, or reviews about products, services, or sellers with other consumers (Rabbani *et al.*, 2022). Meanwhile, according to (Romadhon & Mahmud, 2024) e-wom refers to activities in which consumers voluntarily spread their information, experiences, or reviews about a company's products or services via an internet platform.

According to (Luthfiyatillah *et al.*, 2020) there are four indicators in electronic word of mouth, including:

1. Intensity is an indicator of e-wom that refers to how often or how much consumers share information or reviews through online platforms regarding the experience of using a product or service.
2. Valence of Opinion, which is a positive or negative consumer opinion shared with others online.
3. Content is the content of the information shared, which can be in the form of personal experiences, product information, or reviews.
4. Advice is a recommendation or invitation given by consumers to others, which can be in the form of suggestions to buy products or avoid certain products, and is usually persuasive.

RESEARCH METHOD

This type of research is associative research with a quantitative approach that aims to determine the relationship between variables and their influence, using data in the form of numbers and analyzed statistically. Data analysis techniques using the SPSS version 26 programme. The method of collecting data through questionnaires, which contain a series of statements to obtain answers from respondents. In this study, the population used was the residents of Surabaya City, with a sample of 100 respondents who were users of Cargloss helmet products. The sampling technique uses a non-probability sampling method with a purposive sampling approach. The criteria used in the sample were respondents domiciled in Surabaya with a minimum age of 17 years who knew and had used Cargloss helmet products with a minimum of 1 purchase.

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Test Results

Variable	Statement	r-count	r-table	Description
	X1.1	0,715	0,196	Valid

Brand Image (X1)	X1.2	0,786	0,196	Valid
	X1.3	0,583	0,196	Valid
	X1.4	0,718	0,196	Valid
	X1.5	0,651	0,196	Valid
	X1.6	0,598	0,196	Valid
Product Quality (X2)	X2.1	0,419	0,196	Valid
	X2.2	0,699	0,196	Valid
	X2.3	0,768	0,196	Valid
	X2.4	0,689	0,196	Valid
	X2.5	0,690	0,196	Valid
	X2.6	0,605	0,196	Valid
	X2.7	0,506	0,196	Valid
Electronic Word of Mouth (X3)	X3.1	0,752	0,196	Valid
	X3.2	0,721	0,196	Valid
	X3.3	0,785	0,196	Valid
	X3.4	0,719	0,196	Valid
Purchase Decision (Y)	Y1.1	0,751	0,196	Valid
	Y1.2	0,691	0,196	Valid
	Y1.3	0,832	0,196	Valid
	Y1.4	0,711	0,196	Valid

Source: Primary Data, 2025

Based on Table 1 above, it can be seen that all aspects of the indicators of Brand Image (X1), Product Quality (X2), Electronic Word of Mouth (X3) and Purchase Decision (Y) are declared valid because the r-count value is greater than the r-table. Thus, all research variables are declared valid.

Reliability Test

Table 2
Reliability Test Results

No.	Variable	Cronbach's Alpha Calculation	Cronbach's Alpha Minimum	Description
1.	Brand Image (X1)	0,755	0,60	Reliable
2.	Product Quality (X2)	0,735	0,60	Reliable
3.	Electronic Word of Mouth (X3)	0,726	0,60	Reliable
4.	Purchase Decision (Y)	0,732	0,60	Reliable

Source: Primary Data, 2025

Based on the results of the reliability test in Table 2 above, it can be seen that all aspects of the indicators of each variable are declared reliable because the Alpha value (r count) in all research variables is greater than 0.60. Thus, it can be concluded that the measuring instrument used in this study, namely the questionnaire, is reliable, so that the questionnaire can be used for further analysis.

Classical Assumption Test
A. Normality Test

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.65098654
Most Extreme Differences	Absolute	.061
	Positive	.051
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary Data, 2025

Based on the results of the normality test using the Kolmogorov – Smirnov test technique in table 4.12 above, it can be seen that the residual value follows a normal distribution because Asymp. Sig. (2-tailed) = 0.200 > 0.05. Thus, the data is normally distributed and meets one of the assumptions in linear regression analysis. This shows that the regression model used in this study is worthy of further analysis.

B. Multicollinearity Test

Table 4
Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.713	1.403
	Product Quality	.714	1.401
	E-WOM	.998	1.002

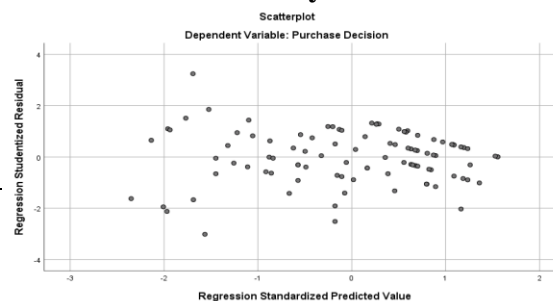
a. Dependent Variable: Purchase Decision

Source: Primary Data, 2025

Based on table 4 above, it can be seen that each independent variable has a tolerance value, namely the Brand Image variable (X1) of 0.713 > 0.10, the Product Quality variable (X2) of 0.714 > 0.10, and the Electronic Word of Mouth variable (X3) of 0.998 > 0.10. While the VIF value for each variable, namely Brand Image (X1) of 1.403 < 10, Product Quality (X2) of 1.401 < 10, Electronic Word of Mouth (X3) of 1.002 < 10. Thus, it can be concluded that there is no multicollinearity in this study because each variable has a tolerance value of more than 0.10 and a VIF value of less than 10 so that it has met the criteria.

C. Heteroscedasticity Test

Figure 1
Heteroscedasticity Test Results



Source: Primary Data, 2025

Based on Figure 1, the results of the heteroscedasticity test show that the residual points are randomly distributed, both above and below the 0 line on the Y axis, without forming a particular pattern. This irregular distribution indicates that the residual variance is constant throughout the range of predicted values. This shows that the residual variance is stable, so it can be concluded that there is no heteroscedasticity in this regression model.

Multiple Linear Regression Test

Table 5
Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.119	2.260		-.937	.351
	Brand Image	.240	.061	.335	3.905	.000
	Product Quality	.319	.063	.438	5.103	.000
	E-WOM	.196	.082	.174	2.394	.019

a. Dependent Variable: Purchase Decision

Source: Primary Data, 2025

Based on Table 4.14 above, the regression equation is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -2,119 + 0,240 + 0,319 + 0,196 + e$$

Based on the regression equation, it can be concluded that:

1. The constant value (α) in Purchase Decision (Y) has a value of -2.119, which means that the variables Brand Image, Product Quality, and Electronic Word of Mouth are equal to zero, then the Purchase Decision variable will remain at -2.119 if the variables Brand Image, Product Quality, and Electronic Word of Mouth on Purchase Decision are equal to zero.
2. The regression coefficient for the Brand Image variable (X1) is 0.240. This means that if Brand Image (X1) increases by 1 unit, then Purchase Decision will increase by 0.240 units assuming other independent variables are constant.
3. The regression coefficient for the Product Quality variable (X2) is 0.319. This means that if Product Quality (X2) increases by 1 unit, then Purchase Decision will increase by 0.319 units assuming other independent variables are constant.
4. The regression coefficient for the Electron Word of Mouth variable (X3) is 0.196. This means that if Electronic Word of Mouth (X3) increases by 1 unit, then Purchase Decision will increase by 0.196 units assuming the other independent variables are constant.

Coefficient of Determination Test

Table 6
Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.495	.480	1.67658

a. Predictors: (Constant), E-WOM, Product Quality, Brand Image
 b. Dependent Variable: Purchase Decision

Source: Primary Data, 2025

Source: Primary Data, 2025

Based on table 4.15 above, the value of the determination coefficient is 0.480. This shows that Purchase Decision is influenced by the variables Brand Image, Product Quality, and Electronic Word of Mouth by 48%, while the remaining 52% is influenced by other factors not included in this study.

Hypotesis Test

A. F-Test

Table 7
F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264.900	3	88.300	31.413	.000 ^b
	Residual	269.850	96	2.811		
	Total	534.750	99			

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), E-WOM, Product Quality, Brand Image

Source: Primary Data, 2025

Based on the table and calculations above, it can be seen that the F-count value is greater than F-table, which is $31.413 > 2.70$ and the significance value is less than 0.05, which is 0.000 ($0.000 < 0.05$). So it can be stated that H0 is rejected and H1 is accepted, meaning that the variables Brand Image (X1), Product Quality (X2), and Electronic Word of Mouth (X3) simultaneously have a significant effect on Purchase Decision (Y).

B. T-Test

Table 8
T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.119	2.260		-.937	.351
	Brand Image	.240	.061	.335	3.905	.000
	Product Quality	.319	.063	.438	5.103	.000
	E-WOM	.196	.082	.174	2.394	.019

a. Dependent Variable: Purchase Decision

Source: Primary Data, 2025

Based on the results of data processing in table 7 it can be said that there is a partial influence on each research variable. The test results obtained in this study are:

1. Brand Image variable (X1) has a t-count value greater than t-table, which is $3.905 > 1.984$ and a significance value smaller than 0.05, which is 0.000 ($0.000 < 0.05$). So it can be stated that H0 is rejected and H1 is accepted, meaning that the Brand Image variable (X1) partially has a significant effect on Purchase Decision (Y).
2. Product Quality (X2) has a t-count value greater than t-table, which is $5.103 > 1.984$ and a significance value smaller than 0.05, which is 0.000 ($0.000 < 0.05$). So it can be stated that H0 is rejected and H1 is accepted, meaning that the Product Quality variable (X2) partially has a significant effect on Purchase Decision (Y).

3. Electronic Word of Mouth (X3) has a t-count value greater than t-table, which is $2.394 > 1.984$ and a significance value smaller than 0.05, which is 0.019 ($0.019 < 0.05$). So it can be stated that H0 is rejected and H1 is accepted, meaning that the Electronic Word of Mouth (X3) variable partially has a significant effect on Purchase Decision (Y).

The Influence of Brand Image, Product Quality, and Electronic Word of Mouth Simultaneously on Purchase Decisions

Based on the results of simultaneous hypothesis testing (F test), the results obtained in the F-count of 31.413 with a sign. 0.000 and F-able of 2.70. So simultaneously proven with F-count $31.413 > F_table 2.70$ then H0 is rejected and H1 is accepted significantly. Thus it can be concluded that Brand Image (X1), Product Quality (X2), and Electronic Word of Mouth (X3) simultaneously have a significant effect on Purchase Decision (Y) on Cargloss helmet products. This is in line with previous research conducted by (Sinuraya et al., 2023) shows that the variables of Product Quality, Brand Image, and Electronic Word Of Mouth (E-WOM) simultaneously have a significant effect on purchasing decisions of Somethinc skincare.

Partial Influence of Brand Image on Purchase Decision

Based on partial hypothesis testing (T-test) in this study, it proves that the Brand Image variable (X1) has a significant influence on Purchase Decision (Y). In the T-test, the Brand Image variable obtained a t_count of $3.905 > t_table 1.984$ with a sign value of 0.000. So it can be stated that H0 is rejected and H1 is accepted, meaning that there is a partial influence of Brand Image (X1) on Purchase Decision (Y) on Cargloss helmet products. This is in line with the research conducted by (Puspita & Nugroho, 2023) shows that brand image partially has a significant effect on Starbucks consumer purchasing decisions in Surakarta.

Partial Influence of Product Quality on Purchase Decision

Based on partial hypothesis testing (T-test) in this study, it proves that the Product Quality variable (X2) has a significant influence on Purchase Decision (Y). In the T-test, the Product Quality variable obtained a t-count result of $5.103 > t_table 1.984$ with a sign value of 0.000. So it can be stated that H0 is rejected and H1 is accepted, meaning that there is a partial influence of Product Quality (X2) on Purchase Decision (Y) on Cargloss helmet products. This is in line with research conducted by (Nurhalizah & Farida, 2024) shows that product quality partially has a significant effect on purchasing decisions for Nivea hand and body lotion products in Surabaya.

Partial Influence of Electronic Word of Mouth on Purchase Decision

Based on partial hypothesis testing (T-test) in this study, it proves that the Electronic Word of Mouth variable (X3) has a significant influence on Purchase Decision (Y). In the T-test, the Electronic Word of Mouth variable obtained a t-count result of $2.394 > t_table 1.984$ with a sign value of 0.019. So it can be stated that H0 is rejected and H1 is accepted, meaning that there is a partial influence of Electronic Word of Mouth (X3) on Purchase Decision (Y) on Cargloss helmet products. This is in line with the research conducted by (Febyana et al., 2023) shows that electronic word of mouth partially has a significant effect on consumer purchasing decisions for BLP Beauty Cosmetic products.

CONCLUSION

The results of the simultaneous analysis (F Test) indicate that the variables Brand Image, Product Quality, and Electronic Word of Mouth collectively have a significant influence on Purchase Decision for Cargloss helmet products in Surabaya. Furthermore, based on the partial analysis (T Test), it was found that each of these variables individually also exerts a significant effect on Purchase Decision. Specifically, Brand Image has a significant partial influence on consumers' decisions to purchase Cargloss helmets in Surabaya. Similarly, Product Quality is proven to have a significant positive impact on Purchase Decision, suggesting that better product quality enhances the likelihood of purchase. In addition, the Electronic Word of Mouth variable also shows a significant partial effect, indicating that online reviews and digital recommendations play an important role in shaping consumer purchasing behavior toward Cargloss helmet products in Surabaya.

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