

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PRODUCT QUALITY
ON PURCHASING DECISIONS NIVEA SUNSCREEN LOTION IN SURABAYA**



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Abstract

The development of the internet makes buyers more selective in choosing products before making purchasing decisions, including self-care products such as Sunscreen Lotion. One of the famous Sunscreen Lotion brands is Nivea. Consumers often provide reviews and comments about products they have previously purchased or used via the internet or commonly called Electronic Word of Mouth (E-WOM). This study aims to determine the effect of E-WOM and product quality on purchasing decisions for Nivea Sunscreen Lotion in Surabaya. This research was conducted on 98 respondents in Surabaya who have made purchases of Nivea Sunscreen Lotion. Data collection using a Google Form questionnaire with a non-probability sampling method and a purposive sampling technique. Data is measured using the Partial Least Square (PLS) analysis tool. The results showed that there was a significant positive influence of Electronic Word of Mouth (E-WOM) on purchasing decisions. Product quality has a significant positive effect on purchasing decisions for Nivea Sunscreen Lotion in Surabaya and is the most influential variable.

Keywords: E-WOM, Product Quality, Purchase Decision

INTRODUCTION

The internet is now an important part of everyday life, it offers many benefits, from searching to getting information. Based on a survey conducted by *reviewmonitoring.com*, regarding factors that influence purchasing decisions, one of the main reasons for shopping online is reviews from other buyers. Consumers often see reviews related to recommendations from social media accounts or word of mouth information from online media users or called Electronic Word of Mouth, commonly abbreviated as E-WOM. According to Hennig Thureau, in Octaviani et al. (2020). E-WOM is a positive or negative statement made by current customers, potential customers, or previous buyers about a product or company, and is spread to individuals or organizations via the internet.

Survey of Fast-Moving Consumer Goods (FMCG) in online markets or marketplaces, with the highest total sales of IDR57.6 trillion in 2023, occupied by the beauty care product category. The product that occupies the highest sales position is Sunscreen. Its sales value shot up from Rp530 billion in the second semester of 2023 to Rp914 billion or nearly Rp 1 trillion in the first semester of 2024, a 72.27% jump. Sunscreen is an ingredient that serves to protect the skin from ultraviolet (UV) radiation (Ikhsanto and Ratih, 2022). Sunscreen is commonly used on face and body skin.

The more Sunscreen develops in the market, the more promotional strategies by companies in attract consumers to make purchasing decisions. According to Kotler and Armstrong (2016), purchasing decisions are consumer behavior about how individuals, groups, and organizations choose, buy, and use goods, services, ideas or experiences to meet their needs and wants.

One brand of sunscreen for body skin that is well known among Indonesians is from Nivea. The Nivea brand is produced by Beiersdorf, a German company that has been operating since 1963 (Khoirunnisa et al., 2022). Nivea products are often the first choice of Indonesian consumers in the sun care category, this is supported by data from Top Brand Indonesia 2020, which states that Nivea still holds the first position in the Top Brand Index in the Sun Care category and beats other brands such as Vaseline, Oriflame, and Wardah.

Despite occupying the first position in Top Brand Sun Care for 5 consecutive years until 2024, in the last 3 years, Nivea has experienced a continuous decline in sales. Nivea sun care occupies the first position in the Top Brand Sun care category with 2021 sales value of 32.3%. The biggest peak in 2021 was 36.4%. However, in the following year, Nivea continued to experience a decline in sales. In 2022, it was 29.5%, in 2023 was 27.8%, and in 2024 it was 26.5%. This is inversely proportional to other competitors such as Vaseline and Wardah, which actually experienced an increase in sales in the same year.

Nivea received various bad comments on various online platforms such as Shopee, Soco by Sociolla, and TikTok. Bad comments or negative consumer reviews are often thrown by consumers so that it can be fatal to attractiveness and decrease sales. The reviews given by consumers to Nivea Sunscreen Lotion vary, ranging from problems in packaging that result in product damage, to dissatisfaction because the product received does not match what was ordered.

According to Kotler and Armstrong in Wira et al (2022) one of the main tools in determining market position for marketers is through product quality. product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Kotler and Armstrong, in Majid et al 2021).

Surabaya City, the capital of East Java Province, is known as the City of Heroes and one of the largest cities. With an area of 33,306.30 hectares. The majority of the population of Surabaya City is dominated by productive age (age in the range of 15-59 years), reaching 2 million or 66.16% of the total population. Productive age usually tends to be more active and do mobility under the sun because it enters the working age. This is a reason for many companies to establish businesses, especially the beauty and self-care industry. The number of industries will expand consumer preferences in making purchasing decisions.

In accordance with the description above, the researcher will conduct research on the purchasing decision pattern for Nivea Sunscreen Lotion in Surabaya. Electronic Word of Mouth and product quality are considered to have an influence on factors that drive purchasing decisions. The purpose of this study was to determine the effect of Electronic Word of Mouth and product quality on purchasing decisions for Sunscreen Lotion Nivea in Surabaya

REVIEW OF LITERATURE

Management Marketing

Management marketing consists of a series of activities to create, prepare, and execute a plan that aims to achieve profit for the organization company (Assauri, 2018). According to Kotler and Keller (2016), marketing management aims to attract, retain, and increase the consumer base by providing adequate sales quality. Meanwhile, Tjiptono (2016) explains that marketing management includes a company's approach to doing business, which includes the preparation, determination, and distribution of products, services, and ideas that can meet the needs of the intended market. It can be concluded that marketing management is a strategic process that includes planning, implementation, and supervision to meet market needs. The focus includes product development, market segment selection, and value creation for consumers, all of which aim to attract and retain customers and achieve company profits.

Electronic Word of Mouth (E-WOM)

Hennig Thurau et al. (2014) in Octaviani et al. (2020) state that Electronic Word of Mouth is a positive or negative statement made by current customers, potential customers, or previous buyers about a product or company, and is spread to individuals or organizations via the internet. Sunyonto (2015) emphasizes that customers often share their experiences with the products they have purchased with other customers. This means that electronic word of mouth is the dissemination of information in the form of statements about a product submitted by consumers through online media. Consumers who are satisfied with a product or service tend to share their experiences with others.

According to Jalilvand & Samiei (2012) in Andaresta (2023) there are 5 indicators of electronic word of mouth, namely (1) Reading online reviews of other consumers' products, (2) Collecting information from consumer product reviews via the internet, (3) Consulting online, (4) Feeling worried if you don't read online reviews before purchasing, (5) Increased self-confidence after reading online reviews.

Product Quality

According to Kotler and Armstrong (2012) in Majid et al. (2021) product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Assauri (2018) argues that product quality

includes factors in a good or service that make it suitable for its intended use. Quality has a direct influence on product or service performance. Therefore, quality is closely related to consumer value and satisfaction. In a narrower sense, quality can be defined as being free from defects. This means that product quality is the ability of a product to meet expectations consumers of products or services to suit their wants and needs. Good quality can provide satisfaction for consumers. Therefore, product quality is very important for every company that wants to compete and meet the needs and desires of consumers.

According to Kotler and Armstrong (2018), product quality consists of 5 indicators as follows: namely (1) Product convenience, (2) Product satisfaction, 3) Product excellence, (4) Product features, (5) Product durability.

Purchase Decision

According to Kotler and Armstrong (2016), purchasing decisions are consumer behavior about how individuals, groups and organizations choose, buy, use goods, services, ideas or experiences to meet their needs and wants. According to Indrasari (2019) in Lestari et al. (2024) purchasing decisions are a selection of two or more alternative choices, in other words, choices / alternatives must be available to someone when making decisions. According to Gunawan (2022) purchasing decisions are a process where consumers recognize the problem, seek information about certain products or brands. Purchasing decisions are actions from consumers to buy or not to buy products (Kholidah and Arifiyanto, 2020). So, it can be concluded that purchasing decisions are the result of a careful evaluation and systematic process of searching for information and considering alternatives to buying a good or service.

Indicators of Purchasing Decisions according to Kotler (2018) are as follows: (1) Certainty about a product, (2) Product satisfaction, (3) Recommendations to others, (4) Make repeat purchases.

Relationship between Electronic Word of Mouth and Purchasing Decisions

Research by Setiyadi et al. (2022) shows that e-WOM has a significant positive effect on purchasing decisions, which means that customers' good judgment after buying a product can increase consumer purchasing decisions. In addition, this research is also in line with the research of Rismawan and Astuti (2024), which also shows the results that electronic word of mouth has a positive and significant influence on purchasing decisions, where consumers always look at the reviews of other people who have made purchases before they decide to buy a product. The higher the electronic word of mouth, the higher the level of purchasing decisions made by consumers.

Thus, it means that electronic word of mouth is a means to encourage consumers to make purchasing decisions. The existence of E-WOM helps consumers to decide to buy certain products based on the information they get on the internet. The more positive the reviews given, the more it encourages increased purchasing decisions.

Relationship between Product Quality and Purchasing Decisions

The better the product quality, the greater the satisfaction felt (Cesariana et al., 2022). In a competitive business world, products must have advantages to be attractive to consumers. Quality plays an important role in purchasing decisions, strengthening the product's position in the minds of consumers. This is in line with the research of Oktavianti et al. (2024) which proves that product quality has a positive and significant effect on purchasing decisions. Supported by research by Khoirunnisa et al. (2022) which shows the results that there is a significant effect of product quality

on purchasing decisions, where consumers buy products and make purchasing decisions because they match the needs they need.

From the statements above, it can be concluded that product quality is an important element in meeting the needs and desires of consumers. Good quality can provide satisfaction for consumers. This satisfaction will encourage purchases and strengthen the product's position in the minds of consumers and will be the first choice in meeting their next needs.

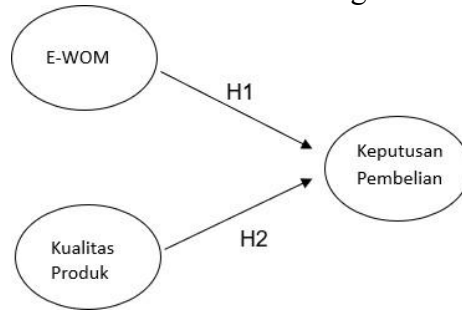


Figure1.
Conceptual Framework

The research hypotheses are summarized as follows: 1) It is suspected that Electronic Word of Mouth positively affects purchasing decisions for Nivea Sunscreen Lotion in Surabaya. 2) It is suspected that Product Quality has a positive effect on Purchasing Decisions for Nivea Sunscreen Lotion in Surabaya.

RESEARCH METHOD

The study used quantitative methods. The ordinal rating scale and variables are measured using a Likert scale. The definition of the Likert scale itself is a tool for measuring attitudes, opinions, and perceptions of a person or group regarding social phenomena (Sugiyono, 2019).

The population of this study was consumers of Nivea Sunscreen Lotion products in Surabaya. The sampling method used was non-probability sampling with a purposive sampling technique as many as 98 samples. This study uses the distribution of Google Form questionnaires as a primary data collection strategy. The data analysis technique was carried out using the Structural Equation Modeling (SEM) method with the Partial Least Square analysis tool. (PLS).

RESULTS AND DISCUSSION

Outer Model Analysis

Table 1.
Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Deviating Standard (STDEV)	T Statistics ((O/STERR))
X1.1 <- E-WOM(X1)	0.810	0.804	0.048	16.820

X1.2 <- E-WOM(X1)	0.749	0.744	0.065	11.536
X1.3 <- E-WOM(X1)	0.807	0.802	0.041	19.693
X1.4 <- E-WOM(X1)	0.837	0.834	0.038	22.211
X1.5 <- E-WOM(X1)	0.783	0.789	0.063	12.404
X2.1 <- PRODUCT QUALITY (X2)	0.752	0.746	0.058	13.003
X2.2 <- PRODUCT QUALITY (X2)	0.788	0.782	0.049	16.065
X2.3 <- PRODUCT QUALITY (X2)	0.788	0.788	0.043	18.211
X2.4 <- PRODUCT QUALITY (X2)	0.819	0.818	0.033	24.799
X2.5 <- PRODUCT QUALITY (X2)	0.772	0.768	0.048	16.238
Y1 <- PURCHASE DECISION	0.741	0.736	0.071	10.502
Y2 <- PURCHASE DECISION	0.877	0.876	0.026	34.155
Y3 <- PURCHASE DECISION	0.790	0.787	0.059	13.492
Y4 <- PURCHASE DECISION	0.825	0.823	0.039	21.226

Source: Data analysis, SmartPLS output, 2025

Based on the outer loading table, an indicator is considered valid if its Factor Loading value is greater than 0.5 or if its T-Statistic exceeds 1.96 (Z value at $\alpha= 0.05$). Factor Loading reflects the relationship between indicators and variables, so values above 0.5 indicate validity is met, while a T-Statistic of more than 1.96 indicates significance.

From the outer loading table, all indicators for the E-WOM (X1), Product Quality (X2), and Purchase Decision (Y) variables show a Factor Loading value of more than 0.50 and a significant T-Statistic (exceeding 1.96). Thus, all indicators of validity can be declared good.

Additionally, the validity of indicators can also be analyzed through the Cross Loading table. If the loading factor value of each indicator on its variable is greater than the loading factor on other variables, then the indicator is considered valid.

Table 2.
Cross Loading

Indicator	E-WOM (X1)	Quality Products (X2)	Decision Purchase (Y)
X1.1	0.810	0.584	0.545
X1.2	0.749	0.449	0.470

X1.3	0.807	0.668	0.613
X1.4	0.837	0.636	0.592
X1.5	0.783	0.713	0.776
X2.1	0.635	0.752	0.651
X2.2	0.599	0.788	0.615
X2.3	0.599	0.788	0.660
X2.4	0.631	0.819	0.666
X2.5	0.598	0.772	0.617
Y1	0.551	0.545	0.741
Y2	0.650	0.764	0.877
Y3	0.605	0.609	0.790
Y4	0.686	0.712	0.825

Source: Data analysis, SmartPLS output, 2025

Based on the results of the cross-loading data analysis in the table above, all loading factor values on indicators for the E-WOM variable (X1), Product Quality (X2), and Purchasing Decisions (Y) show higher values than the loading factor indicators of other variables. So, it can be concluded that the validity of all indicators is well met.

Table 3.
Average Variance Extracted (AVE)

E-WOM (X1)	AVE
	0.636
Product Quality (X2)	0.615
Purchase Decision (X3)	0.656

Source: Data analysis, SmartPLS output, 2025

The next measurement model is the Average Variance Extracted (AVE) value, measuring how much indicator variance is explained by the latent variable. AVE value greater than 0.5 indicates that the validity of the latent variable is well met. Based on the test results, the E-WOM variable (X1) has an AVE value of 0.636, Product Quality (X2) of 0.615, and Purchasing Decision (Y) of 0.656, which means that all validity is good.

Table 4.
Composite Reliability

E-WOM (X1)	Composite Reliability
	0.897
Product Quality (X2)	0.889
Purchase Decision (X3)	0.884

Source: Data analysis, SmartPLS output, 2025

Construct reliability is measured through the composite reliability value, where the construct is considered reliable if the composite reliability value exceeds 0.60. The test results show that the E-WOM variable (X1) has a value of 0.897, the Product Quality variable (X2) is 0.889, and the Purchasing Decision (Y) reaches 0.884. These three variables show a composite reliability value above 0.60, so it can be concluded that all variables in this study are reliable.

Table 5.
Latent Variable Correlations

	E-WOM (X1)	Quality Products (X2)	Decision Purchase (Y)
E-WOM (X1)	1.000		
Product Quality (X2)	0.782	1.000	
Purchase Decision (Y)	0.772	0.820	1.000

Source: Data analysis, SmartPLS output, 2025

Based on the latent variable's correlation table, the correlation value between variables can reach a maximum of 1, where the closer the value is to 1, the better the correlation or positive.

The highest correlation value is between the Product Quality (X2) and Purchase Decision (Y) variables, with a value of 0.820. This indicates that among the variables in the research model, the relationship between Product Quality (X2) and Purchasing Decision (Y) is the strongest. Thus, it can be interpreted that in this model, purchasing decisions are more influenced by the Product Quality variable than the E-WOM variable.

Inner Model Analysis (Structural Model Testing)

Testing of the structural model is done by looking at the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-square value in the equation between latent variables. The R2 value explains how much the exogenous (independent) variables in the model are able to explain the endogenous (dependent / dependent) variables.

**Table 6.
 R-Square**

Purchase Decision (Y)	R Square
	0.716
E-WOM (X1)	
Product Quality (X2)	

Source: Data analysis, SmartPLS output, 2025

R-Square value of 0.716 can explain the phenomenon of Purchasing Decisions influenced by the independent variables, namely E-WOM and Product Quality, with a proportion of 71.6% variance. Meanwhile, the remaining 28.4% is explained by other variables not included in this study (other than E-WOM and Product Quality).

Hypothesis Testing

**Table 7.
 Path Coefficients (Mean, STDEV, T-Values, P-Values)**

	Path Coefficient (O)	Sample Mean (M)	Deviating Standard (STDEV)	T Statistics (O/STERR)	P Values
E-WoM (X1) -> Decision Purchase (Y)	0.339	0.359	0.099	3.436	0.001
Product Quality (X2) -> Purchase Decision (Y)	0.555	0.539	0.100	5.528	0.000

Source: Data analysis, SmartPLS output, 2025

From the table above, it can be concluded that the hypothesis which states: H1: Electronic Word of Mouth (X1) have a positive effect on Purchasing Decisions (Y) Nivea Sunscreen Lotion in Surabaya **can be accepted**, with path coefficients of 0.339, and a T-statistic value of 3.436 > 1.96 ($Z\alpha = 0.05$) or a p value of 0.000 < 0.05, **significant** (positive) results. H2: Product Quality (X2) have a positive effect on Purchasing Decisions (Y) Sunscreen Lotion Nivea in Surabaya Purchasing Decisions **can be accepted**, with path coefficients of 0.555, and a T-statistic value of 5.528 > 1.96 ($Z\alpha = 0.05$) or a P-Value of 0.000 < 0.05, it **Significant** (positive).

The Effect of Electronic Word of Mouth (E-WOM) on Purchasing Decisions

Based on the research conducted, it was found that the Electronic Word of Mouth (E-WOM) variable has a significant positive effect on the Nivea Sunscreen Lotion Purchasing Decision in Surabaya. This means that the better reviews or reviews of the product found by consumers, the more it encourages them to make purchasing decisions. Hypothesis testing shows that H1 is accepted, with a significance value below 0.05, which indicates that E-WOM has a significant effect on purchasing decisions.

The results of the loading factor analysis on the E-WOM variable show that the indicator with the greatest influence on purchasing decisions is not sure to buy if you don't look for information and see reviews or reviews of other consumers. Feelings of doubt among consumers in buying products often arise due to lack of information and reviews from other users. Reviews obtained on the internet can reduce doubts because they become an overview of the product to be purchased. One concrete example is the E-WOM that occurs at Shopee e-commerce. Many consumers have purchased products and shared their experiences after purchasing. By watching product reviews, potential buyers can obtain information about the product they want before making a decision. This helps them avoid potential disappointment after making a purchase.

The results of this study are in line with previous research by Setiyadi, Alamsyah, and Rachmawati (2022) and Rismawan and Astuti (2024), both of which found significant positive results between Electronic Word of Mouth on purchasing decisions.

The Effect of Product Quality on Purchasing Decision

Based on the research conducted, it was found that the Product Quality variable has a significant positive effect on the Nivea Sunscreen Lotion Purchasing Decision in Surabaya. This means that the better the quality of a product, the more it encourages consumers to make purchasing decisions. Hypothesis testing shows that H2 is accepted, with a significance value below 0.05, which indicates that product quality has a significant effect on purchasing decisions.

The results of the loading factor analysis on the product quality variable show that the indicator with the greatest influence on purchasing decisions is features, because has Multi Performance as a protector, moisturizer, and skin brightener. When consumers search for products, they do not just want one function, but prefer products that can fulfill multiple needs at once. These features create significant added value, making the product more attractive in a competitive market. The many benefits that a product offers will not only increase consumers' perception of product quality, but also drive purchasing decisions. This confirms that product quality indicators, especially features, play an important role in sales success behavior.

The results of this study are in line with research conducted by Solikhah and Aminah (2023) and Oktavianti, Sarah, and Wijaya (2024), both of which found that product quality has a positive and significant effect on purchasing decisions.

CONCLUSION

The results showed that the Electronic Word of Mouth variable contributed to the Nivea Sunscreen Lotion Purchasing Decision in Surabaya. The better reviews or reviews on Sunscreen Lotion Nivea, the more chances of purchasing decisions by consumers. The next variable is found that product quality contributes to the Nivea Sunscreen Lotion Purchasing Decision in Surabaya. the better the quality of a product, the more likely a consumer's purchasing decision will occur.

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