

ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON PURCHASING DECISIONS THROUGH PERCEIVED VALUE



Dhini Aprilia Putri¹
Universitas Islam Kadiri, Kediri, Indonesia
dhiniaprilia@student.uniska-kediri.ac.id

Brahma Wahyu Kurniawan²
Universitas Islam Kadiri, Kediri, Indonesia
brahmawahyu@uniska-kediri.ac.id

Abstract

This study aims to examine how electronic word of mouth (e-WOM) and brand image influence consumer purchasing decisions for PT Naturindo Surya Niaga's herbal products, with perceived value as a mediating variable. The research method uses a quantitative approach with the principle of positivism, through an accidental sampling technique on 130 consumers of PT. Naturindo Surya Niaga. Data were collected through questionnaires and analyzed using Partial Least Square (PLS) using SmartPLS 3.0. The results show that e-WOM has a positive and significant effect on perceived value, but does not directly influence purchasing decisions. In contrast, brand image has a strong and significant influence on both perceived value and purchasing decisions directly. Perceived value is proven to act as an effective mediator in connecting e-WOM and brand image with purchasing decisions. These findings emphasize that herbal companies need to optimize digital communication strategies through authentic consumer reviews and brand image strengthening to increase value perception and encourage purchases amidst intense e-commerce competition.

Keywords: Electronic Word of Mouth, Brand Image, Perceived Value, Purchase Decisions, PLS-SEM

INTRODUCTION

The global marketing sector is currently experiencing rapid dynamics. Vrontis et al. (2020) He Gu et al. (2021) explained that the technology-driven socio-economic revolution has driven organizations across sectors to seek adaptive strategies, while the pandemic poses a threat that could worsen conditions and cause significant losses to the global economy and international trade. On the other hand, e-commerce is growing rapidly and has successfully transformed consumer lifestyles while providing significant socio-economic benefits (Peña-García et al., 2020). These changes drive the need for new distribution mechanisms shaped by the interaction of internal and external factors in creating an effective distribution system (Abuselidze et al., 2023).

In the herbal medicine industry, competition is increasingly fierce because these products play a vital role in the health system. Liu (2021) and Soesilowati et al. (2024) emphasizes that traditional, complementary, and alternative medicines have a vital role in human health, so revitalizing small businesses is needed to strengthen the competitiveness and sustainability of the national herbal medicine industry. Madura is known as a producer of high-quality herbal medicines whose effectiveness is recognized internationally (Kuswinarno et al., 2025), making it a major competitor for other producers. Indonesia, with its tropical biodiversity, also has many herbal plants proven to have anti-inflammatory properties (Rahminiwati et al., 2022) and are used in both culinary and traditional medicine (Adrian et al., 2023).

Electronic Word of Mouth (eWOM) is online communication in the form of reviews, comments, and consumer experiences spread across various digital platforms and plays a significant role in influencing product adoption (Shankar et al., 2020). However, Rosario et al. (2020) eWOM research over the past two decades has yielded fragmented findings. Of the various factors, only argument quality, message trust, information usefulness, and valence consistently influence purchase intention (Ismagilova et al., 2020). Meanwhile, brand image is understood as consumer perception of a brand formed from experiences, promotions, and company communications (Vrontis et al., 2020). Brand image plays a crucial role in helping consumers make subjective judgments and purchase decisions (Chen et al., 2021). In the digital era, social media such as Instagram has even become an effective tool for strengthening brand identity and appeal (Dumasari et al., 2025).

Perceived value is seen as an important factor in forming purchase intentions, because consumers assess the benefits obtained compared to the costs incurred (Alkufahy et al., 2023). Lăzăroiu et al. (2020) added that this value is influenced by online trust and social influence, which together support purchase decisions. On the other hand, in an organizational context, perceived support has been shown to have a greater influence on satisfaction than psychological empowerment, so the perceived value dimension is relevant in various situations (Sugiarto et al., 2025). Purchase decisions themselves cannot be separated from emotional factors. Alali et al. (2023) emphasized that emotions can occur simultaneously, with negative outcomes often triggered by unwanted emotions, so emotional intelligence such as discipline, empathy, and self-awareness are important. However, in developing countries, limited trust and resources still hinder the growth of online shopping (Peña-García et al., 2020), while in social commerce, purchase decisions are more shaped by trust, risk perception, and consumer attitudes (Lăzăroiu et al., 2020).

PT Naturindo Surya Niaga is a modern herbal distributor under the Naturindo Fit brand. It has 80 offline stores in Java and actively markets its products through marketplaces and online and offline consultation services (Kholida et al., 2024). Social media platforms like TikTok and Instagram have been shown to influence consumer shopping orientation and hedonic buying motivation. (Hima et al., 2025)The company's TikTok content marketing strategy has increased engagement and brand awareness (Wahyu & Ernawati, 2025). EWOM is generated through health education content and the use of herbal products that receive positive responses from the audience, thereby increasing interaction and trust in the brand. Furthermore, the company builds its brand image through an extensive distribution network and consistent marketing (Yuliansah, 2025). Meanwhile, customer satisfaction acts as a mediating factor between psychological empowerment, perceived organizational support, and consumer engagement, which emphasizes the importance of perceived value in maintaining loyalty to this company (Sugiarto et al., 2025).

Despite the digital strategy's success, sales results demonstrate significant challenges in purchasing decisions. For example, Azzahra, a herbal product from PT Naturindo Surya Niaga, only achieved around 44% of its target in the Special Region of Yogyakarta between January and July 2023. This low achievement (Kholida et al., 2024)is related to the suboptimal implementation of Customer Relationship Management (CRM) by authorized resellers. Some resellers believe CRM has no significant impact on customer purchasing power or sales profits, leading to inconsistent implementation (Kholida et al., 2024). This weakens perceived value . value), reducing the strength of brand image , and limiting the influence of eWOM, which should strengthen purchasing decisions. Thus, the relationship between the variables is clearly not functioning optimally.

The phenomenon of low sales achievement of Naturindo herbal medicine amidst tight competition and shifting consumer behavior to the digital realm requires a more in-depth study. Based on these conditions, this study has the objectives of (1) analyzing whether eWOM influences purchasing decisions through perceived value and (2) analyzing whether brand image influences purchasing decisions through perceived value at PT Naturindo Surya Niaga. From an academic perspective, this study enriches the study of digital marketing based on PLS-SEM, while from a practical perspective, the results can be used as a strategic foundation for herbal companies in strengthening competitiveness through optimizing digital communication and managing brand image that is oriented towards consumer value.

REVIEW OF LITERATURE

Electronic Word of Mouth (e-WOM) is a form of digital communication that significantly influences consumer perception in the modern era. This communication includes both positive and negative reviews shared by customers through various social media platforms. The presence of authentic reviews from other users can increase potential buyers' confidence in the usefulness of a herbal product. Research has shown that e-WOM has a positive and significant influence on consumer perceived value . This finding aligns with Romanisti's (2024) opinion regarding the strengthening of value through information between consumers. Through shared information, consumers perceive emotional and social value before making a transaction.

Brand image plays a key role in shaping consumers' perceptions of product quality. Brands with a good reputation tend to be perceived as more valuable than those with lesser recognition. Data analysis in this study shows that brand image significantly increases the perceived value of PT Naturindo products. Consumers tend to associate a positive corporate image with assurance of the safety and effectiveness of health products. This finding is supported by Hair's (2017) finding that brand image is a key predictor of perceived value. Therefore, strengthening brand identity is crucial for building positive customer evaluations.

Perceived value is the result of a consumer's evaluation of a product's benefits relative to the sacrifices made. Consumers will be satisfied if the quality and function of the herbal product received exceed the price paid. In the research model structure, perceived value was found to significantly influence a customer's final purchasing decision. When someone perceives high added value, the urge to make a transaction becomes stronger. This theory regarding the relationship between value and action aligns with validation conducted by Zeithaml (1988) in the marketing literature. A strong perception of value ultimately becomes a key bridge in creating long-term loyalty.

Consumer purchasing decisions are not always directly influenced by digital communications such as e-WOM. The analysis shows that e-WOM does not have a significant direct influence on purchasing decisions without mediating variables. This indicates that online reviews function primarily to build trust and perceived value. Consumers tend to process review information to assess a product's value before making a purchase decision. This indirect relationship is supported by King's (2014) findings, which examined the influence of purchase intention through mediators. Therefore, companies must focus on managing information quality to strengthen these value mediators.

The integration between brand image and purchasing decisions indicates a direct and very strong relationship. A positive brand image can provide a sense of security, thereby minimizing consumer doubt when choosing herbal products. Research data confirms that brand image has a significant influence on purchasing decisions at PT Naturindo Surya Niaga. Consumers often use a company's reputation as a primary guideline in differentiating products in a competitive market. This concept aligns with the brand equity model extensively developed by Keller (1993) in various marketing studies. Trust in a brand has been shown to drive repeat purchase intentions and recommendations to others.

RESEARCH METHOD

This study employs a quantitative design based on the philosophical foundation of positivism, emphasizing objective, empirical, and measurable data testing. This approach was chosen because the researcher aimed to test hypotheses through figures obtained from the results of a consumer questionnaire at PT Naturindo Surya Niaga. Primary data collection was carried out intensively for two months, between October and November 2025, through online and offline instrument distribution. The study population involved all of the company's customers, with a sample size of 130 respondents based on a calculation of ten times the number of variable indicators. The sampling technique used an *incidental sampling method* to capture consumers encountered by chance but still met the research criteria. The determination of the sample size refers to the methodological guidelines proposed by Hair (2022) to ensure statistical power in model analysis. All data were processed using SmartPLS

3.0 software, specifically designed to estimate variance-based structural equations simultaneously. The *Partial Least Squares* (PLS) method is very effective for testing both the measurement model (*outer model*) and the structural model (*inner model*), as explained by Ghozali (2014).

Research Hypothesis

This study aims to analyze the influence of Electronic Word of Mouth (E-WOM) and Brand Image on Purchasing Decisions, with Perceived Value as a mediating variable. Based on theoretical foundations and previous research, the hypotheses proposed in this study are as follows:

- H1: E-WOM has a positive and significant effect on Perceived Value.
- H2: E-WOM has a positive and significant effect on purchasing decisions.
- H3: Brand Image has a positive and significant effect on Perceived Value.
- H4: Brand Image has a positive and significant influence on Purchasing Decisions.
- H5: Perceived Value has a positive and significant influence on Purchasing Decisions.

Research Model

This research model describes the relationship between the independent variables, namely Electronic Word of Mouth (E-WOM) and Brand Image, and the dependent variable, namely Purchase Decision, with Perceived Value as a mediating variable. This model can be illustrated as follows:

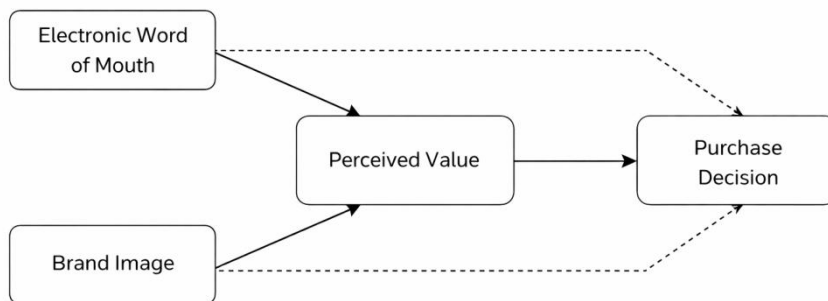


Figure 1.
Research Model

The image of this research model shows that the two independent variables, namely Electronic Word of Mouth (E-WOM) and Brand Image, have a direct and indirect relationship to Purchasing Decisions through the mediating variable Perceived Value. This study uses a quantitative approach with a survey method, where data is collected through a questionnaire using a Likert scale. The data analysis technique used is Partial Least Square Structural Equation Modeling (PLS-SEM) to test the direct and indirect effects between variables. The results of this study are expected to provide a deeper understanding for business actors in increasing the perception of value and brand image through optimizing E-WOM, so that it can encourage increased consumer purchasing decisions.

RESULTS AND DISCUSSION
Measurement Analysis of the Model (Outer Model)

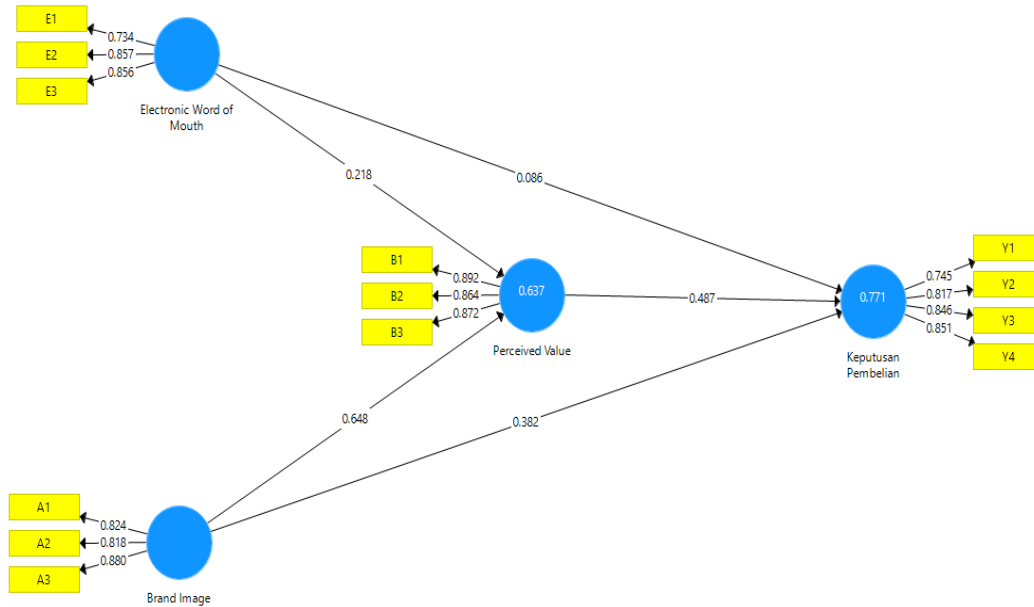


Figure 2.
Research Model Results

This test is intended to determine the relationship between latent variables and their respective indicators to obtain valid and reliable data. As a measurement, it consists of three parts: convergent validity, construct validity, and reliability.

Convergent Validity

This study uses loading factors for testing; it is said to be valid when the loading factor value is > 0. This is in line with research or theory from (Sugiyono, 2017), which states that the loading factor value must be above the limit of 0.7 so that the results are stated to be valid.

Table 1.
Loading Factor

	e-WOM	Brand Image	Perceived Value	Buying Decision
E 1	0.7 34			
E 2	0. 857			
E 3	0.8 56			
A 1		0.82 4		
E 2		0. 818		
E3		0.88 0		
B 1			0. 892	
B 2			0.8 64	
B 3			0.8 72	
Y 1				0.745
Y 2				0.81 7

	e-WOM	Brand Image	Perceived Value	Buying Decision
Y 3				0.846
Y 4				0.851

Source: Researcher (2025)

Construct Validity and Reliability

Data is said to be reliable or trusted if the value of Cronbach's alpha is > 0.7 . Compost reliability is said to meet the requirements if the score value is > 0.6 . The value of Average Variance Extracted (AVE) will be said to meet the requirements if the score is > 0.5

Table 2.

Construct Validity and Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
e-WOM	0.749	0.857	0.668
Brand Image	0.794	0.879	0.708
Perceived Value	0.849	0.908	0.767
Buying decision	0.831	0.888	0.666

Source: Researcher (2025)

Based on the data in Table 3, the values for Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE) all meet the requirements for reliability. It can be proven that the values for all three data points are above the specified standard.

Structural Model Analysis (Inner Model)

Table 3.

R Square and Adjusted R Square

	R Square	R Square Adjusted
Perceived Value	0.637	0.631
Buying decision	0.771	0.765

Source: Researcher (2025)

Table 4 shows the magnitude of the influence on the Perceived Value variable, which is 0.631 or 63.1 %, and the remaining 36.3 % is influenced by other variables outside this study. Thus, these results fall into the moderate category. Meanwhile, the influence on the Purchasing Decision variable is 0.765 or 76.5 %, and the remaining 23.5 % is influenced by other variables outside this study. indicates it is included in the strong category.

Hypothesis Testing

This test aims to verify whether a research hypothesis is accepted or rejected. The findings of the t-statistical test and the P-values can be used to test this research hypothesis. If the statistical significance of the t-value is > 1.96 and the P- value s is < 0.05 , then it can be concluded that the hypothesis is accepted.

Table 4.
Hypothesis Testing

			Standard Deviation	T Statistics	P Values	Conclusion
E-WOM	->	Perceived Value	0.079	2,773	0.006	accepted
E-WOM	->	Purchase Decision	0.064	1,343	0.180	rejected
Brand Image	->	Perceived Value	0.076	8,499	0.000	accepted
Brand Image	->	Purchase Decision	0.080	4,771	0.000	accepted
Perceived Value	->	Purchase Decision	0.097	5,023	0.000	accepted

Source: Researcher (2025)

Table 5
Specific Indirect Effects

			Standard Deviation	T Statistics	P Values	Conclusion
Brand Image	->	Perceived Value -> Purchase Decision	0.081	3.914	0.000	Accepted
E-WOM	->	Perceived Value -> Purchase Decision	0.040	2,690	0.007	Accepted

Source: Researcher (2025)

The Influence of Electronic Word of Mouth on Perceived Value

The analysis results show that e-WOM has a positive and significant effect on perceived value, indicated by a t-statistic of 2.773 and a p-value of 0.006 (<0.05); thus, the hypothesis is accepted. This finding is in line with Romanisti et al. (2024), who stated that e-WOM increases perceived value through authentic information from other consumers, strengthening confidence in product quality. In addition, research on online platforms confirms that positive e-WOM reviews form emotional and social value for potential buyers.

Influence Electronic Word of Mouth on Purchase Decisions

The analysis results show that E-WOM does not have a significant influence on Purchasing Decisions, with a t-statistic value of 1.343 and a p-value of 0.180 ($p > 0.05$), so the hypothesis is rejected. Research by King et al. (2014) using SmartPLS to test a similar model found that E-WOM has a stronger influence on purchase intentions through mediators such as trust, rather than directly. This finding indicates the need for further exploration of the role of mediators in the relationship between E-WOM and purchasing decisions.

Influence Brand Image towards Perceived Value

The analysis results show that Brand Image has a significant influence on Perceived Value with a t-statistic value of 8.499 and a p-value of 0.000, so the hypothesis is accepted.

This means that a strong brand image can increase consumers' perceived value of a product or service. This finding is supported by research by Hair et al. (2017), who used PLS-SEM to test the brand equity model, where brand image was proven to be a strong predictor of perceived value. In this study, a positive brand image helps consumers add value, such as trust and quality, that influence their evaluation of the product.

Influence Brand Image towards Buying Decision

The analysis results show that Brand Image has a significant influence on Purchasing Decisions with a t-statistic value of 4.771 and a p-value of 0.000 ($p < 0.01$), so the hypothesis is accepted. A good brand image directly encourages consumers to make purchasing decisions. This is consistent with the brand equity model by Keller (1993), which is often tested using SmartPLS in studies such as those conducted by Ringle et al. (2015). These findings confirm that brand image plays an important role in shaping loyalty and purchase intentions, especially in competitive markets.

Influence Perceived Value towards Buying Decision

The analysis results show that Brand Image has a significant influence on Purchasing Decisions with a t-statistic value of 5.023 and a p-value of 0.000 ($p < 0.01$), so the hypothesis is accepted. High perceived value encourages consumers to decide on a purchase. This finding is in line with the theory of perceived value by Zeithaml (1988), which has been validated in many PLS-SEM studies, such as those conducted by Hair et al. (2019). In this context, when consumers perceive that the benefits of a product exceed the costs, they are more likely to purchase.

CONCLUSION

Based on the results of the data analysis above, brand image is proven to be the main factor that forms perceived value positively and significantly, while also influencing purchasing decisions directly with dominant power. Electronic word of mouth (e-WOM) also contributes significantly to increasing perceived value through authentic information from consumer reviews on digital platforms, although its influence on purchasing decisions is indirect and requires the mediation of perceived value. Perceived value itself plays a crucial role as a bridge connecting e-WOM and brand image with the final purchasing decision, where consumers feel the benefits of the product are greater than the costs incurred. Overall, this research model explains most of the variations in consumer purchasing decisions for herbal products, which is experiencing low sales challenges, thus emphasizing the importance of integrating consumer value-based digital marketing strategies in the traditional herbal medicine industry.

Suggestion

PT Naturindo Surya Niaga is advised to intensify the production of authentic electronic word of mouth (e-WOM) content on TikTok and Instagram through real customer testimonials and health education videos highlighting the benefits of herbal products, thereby gradually strengthening perceived value among consumers. Simultaneously, the company needs to strengthen its brand image by expanding the distribution network while maintaining consistent visual branding that emphasizes the quality of authentic herbs to encourage impulsive purchasing decisions in the marketplace. Authorized resellers of herbal medicine products are required to consistently implement

Customer Relationship Management (CRM) by following up on customer feedback to increase trust and perceived value, thereby achieving higher sales targets.

REFERENCES

- Abuselidze, G., Talavyria, M., Vyshnivska, B., Bondarenko, L., Makedon, H., Kniazieva, T., & Salkova, I. (2023). The economic mechanism of marketing activity management of food enterprises. *E3S Web of Conferences* , 371
<https://doi.org/10.1051/e3sconf/202337105002>
- Adrian, Syahputra, RA, Juwita, NA, Astyka, R., & Lubis, MF (2023). Andaliman (*Zanthoxylum acanthopodium* DC.) a herbal medicine from North Sumatra, Indonesia: Phytochemical and pharmacological review. *Heliyon* , 9 (5), e16159.
<https://doi.org/https://doi.org/10.1016/j.heliyon.2023.e16159>
- Alali, B.M., Mosbah, E.B., & Ali, A. (2023). Consumer decision-making and segmentation of market dates in Saudi Arabia. *Italian Journal of Food Science* , 35 (3), 141–154.
<https://doi.org/10.15586/ijfs.v35i3.2314>
- Alkufahy, A.M., Al-Alshare, F., Qawasmeh, F.M., Aljawarneh, N.M., & Almaslmani, R. (2023). The mediating role of the perceived value on the relationship between customer satisfaction, customer loyalty and e-marketing. *International Journal of Data and Network Science* , 7 (2), 891–900.
<https://doi.org/10.5267/j.ijdns.2022.12.022>
- Al Munir, S. (2023). The influence of brand image and service quality on e-commerce service selection decisions using PLS-SEM. *M-Progress Scientific Journal* , 13 (1), 47-58. <https://journal.universitassuryadarma.ac.id/index.php/ilmiahm-progress/article/view/1024>
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers' Purchase Intention. In *Sustainability* (Vol. 13, Issue 22).
<https://doi.org/10.3390/su132212770>
- Dumasari, N., Pradana, M., Rintaningrum, R., Musa, HG, & Syarifuddin, S. (2025). Brand image analysis of Indonesian telecommunication company: A quantitative approach. *Edelweiss Applied Science and Technology* , 9 (4), 1008–1015.
<https://doi.org/10.55214/25768484.v9i4.6164>
- Gu, S., Ślusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhbieva, A. (2021). Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior. In *Journal of Theoretical and Applied Electronic Commerce Research* (Vol. 16, Issue 6, pp. 2263–2281). <https://doi.org/10.3390/jtaer16060125>
- Hima, N., Benerous, D., Louail, B., & Hamadi, W. (2025). Social Media Impact on Young Consumers' Behavior: A Consideration of Purchase Decision-Making Drivers, and the Mediating Role of E-Marketing for Achieving Business Leadership. *Business Ethics and Leadership* , 9 (1), 27–42. [https://doi.org/10.61093/bel.9\(1\).27-42.2025](https://doi.org/10.61093/bel.9(1).27-42.2025)
- Hair, J. F et al. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications. ISBN 978-1-5443-6063-1
- Isbahi, M. B., Zuana, M. M. M. ., & Mariana, E. R. . (2022). The Technology Strategy in Website Communication Media in Improving Business Activities. *Majapahit Journal*

- of Islamic Finance and Management*, 1(2), 126–138.
<https://doi.org/10.31538/mjifm.v1i2.17>
- Isbahi, M. B., Zuana, M. M. M., & Toha, M. (2024). The Multi-Social Relation of the Cattle Industry in the Plaosan Subdistrict Animal Market of Magetan Regency. *Malacca: Journal of Management and Business Development*, 1(1), 31–46.
<https://doi.org/10.69965/malacca.v1i1.51>
- Ismagilova, E., Slade, E.L., Rana, N.P., & Dwivedi, Y.K. (2020). The effect of electronic word of mouth communications on intention to purchase: a meta-analysis. *Information Systems Frontiers*, 22 (5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Kholida, FN, A'yuni, NL, & Yekti, A. (2024). The influence of customer relationship management (CRM) on customer loyalty of Azzahra herbal products at PT Naturindo Surya Niaga. *Agrisystem Journal: Social and Economic Extension Series*, 20 (2), 92–100. <https://doi.org/10.52625/j-agr-sosekenyuluhan.v20i2.407>
- Kuswinarno, M., Afifah, Z., & Listiana, Y. (2025). Analysis of human resource management in building a sustainable competitive advantage of the herbal medicine industry. *IOP Conference Series: Earth and Environmental Science*, 1441 (1), 12044. <https://doi.org/10.1088/1755-1315/1441/1/012044>
- King, R.A., Racherla, P., & BUSH, V.D. (2014). What we know and don't know how about online word-of-mouth: A review and synthesis of the literature. *Journal of Interactive Marketing*, 28(03), 167-183. <https://doi.org/10.1016/j.intmar.2014.02.001>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
<https://doi.org/10.1177/002224299305700101>
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P.C. (2020). Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. *Frontiers in Psychology*, Volume 11. <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2020.00890>
- Liu, C. (2021). Overview on development of ASEAN traditional and herbal medicines. *Chinese Herbal Medicines*, 13 (4), 441–450.
<https://doi.org/10.1016/j.chmed.2021.09.002>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J.R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6 (6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Rahminiwati, M., Trivadila, Iswantini, D., Takemori, H., Koketsu, M., Sianipar, RNR, Achmadi, SS, Sjahriza, A., Soebrata, BM, & Wulanawati, A. (2022). Indonesian Medicinal Plants with Anti-inflammatory Properties and Potency as Chronic Obstructive Pulmonary Disease (COPD) Herbal Medicine. *Pharmacognosy Journal*, 14 (4).
- Rosario, B. A., Valck, de K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about e-mail creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48 (3), 422–448.
<https://doi.org/10.1007/s11747-019-00706-1>
- Romanisti, A., et al. (2024). E-WOM, customer reviews, and perceived value on purchasing decisions. *Journal of Business and Financial Management*, 10 (2), 120-135.

- Ringle, C. M., Sarstedt, M., & Straub, D. W. (2015). A critical look at the use of PLS-SEM in MIS quarterly. *MIS Quarterly*, 36(1), iii-xiv.
- Shankar, A., Jebarajakirthy, C., & Ashaduzzaman, M. (2020). How do electronic word of mouth practices contribute to mobile banking adoption? *Journal of Retailing and Consumer Services*, 52, 101920. <https://doi.org/10.1016/j.jretconser.2019.101920>
- Soesilowati, E., Mizar, MA, Susanti, E., Melati, IS, & Nuryana, I. (2024). the Strategy of Revitalizing the Business Model of Herbal Medicine Small Enterprises in the Post-Pandemic Era. *Corporate and Business Strategy Review*, 5 (1 Special issue), 356–370. <https://doi.org/10.22495/cbsrv5i1siart10>
- Sugiarto, M., Pandiangan, C., Utomo, HJN, & Sadeli, S. (2025). The interconnected effect of psychological empowerment, perceived organizational support, job satisfaction, and employee engagement. *International Journal of Social Science and Human Research*, 08 (07), 5119–5129. <https://doi.org/10.47191/ijsshr/v8-i7-23>
- Samudra, MW (2024). Exploring the impact of brand image and perceived value on purchasing decisions through consumer buying interest using PLS-SEM. *Jurnal Ekonomi dan Bisnis (UKSW)*, 12 (3), 200-215. <https://ejournal.uksw.edu/jeb/article/view/11842>
- Sari, D., & Widodo, A. (2024). The influence of e-WOM and brand image on purchasing decisions using PLS-SEM. *Jurnal COSTING*, 8 (3), 200-215.
- Sugiyono. (2017). Research & development methods. Suryandari SY, editor. Bandung: Alfabeta ; 2017. 693 p.
- Vrontis, D., Thrassou, A., Christofi, M., Shams, R., & Czinkota, M.R. (2020). Cause-related marketing in international business: what works and what doesn't? *International Marketing Review*, 37 (4), 593–601. <https://doi.org/10.1108/IMR-05-2019-0144>
- Wahyu, ZM, & Ernawati, E. (2025). Marketing content strategy at PT Naturindo Surya Niaga Tasikmalaya. *JOURNAL OF BUSINESS LENTERA*, 14 (3), 3713–3721. <https://doi.org/10.34127/jrlab.v14i3.1633>
- Wulandari, AF (2025). The influence of flash sales, live streaming, and electronic word of mouth (e-WOM) on impulse buying among TikTok Shop users using PLS-SEM. *RIGGS: Scientific Journal of Management Science Research*, 4 (3), 2984. <https://doi.org/10.31004/riggs.v4i3.2984>
- Yuliansah, QQ (2025). Implementation of the Electronic Record Information System for Education (ERise) to manage archives at PT Naturindo Surya Niaga. *Khazanah: Journal of Archival Development*, 18 (1), 94–121.
- King, R.A., Racherla, P., & BUSH, V.D. (2014). What we know and don't know how about online word-of-mouth: A review and synthesis of the literature. *Journal of Interactive Marketing*, 28(03), 167-183. <https://doi.org/10.1016/j.intmar.2014.02.001>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/0022242988052200302>