

## **THE INFLUENCE OF PRICE, E-WOM, AND PRODUCT QUALITY ON THE PURCHASE DECISION THROUGH BUYING INTEREST IN SKINCARE GLAD2GLOW**

**Azilla Surya Riskina<sup>1</sup>, Hari Purwanto<sup>2</sup>, Dian Citaningtyas Ari Kadi<sup>3</sup>**

<sup>1</sup> Management, Faculty of Economics and Business, PGRI Madiun University

Email: azilla\_2103102059@mhs.unipma.ac.id

<sup>2</sup> Management, Faculty of Economics and Business, University of PGRI Madiun

Email: hari.purwanto@unipma.ac.id

<sup>3</sup> Management, Faculty of Economics and Business, PGRI Madiun University

Email: dian.citanigtyas@unipma.ac.id

### **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh harga, *electronic word of mouth (e-WOM)*, dan kualitas produk terhadap keputusan pembelian melalui minat beli pada produk *skincare* Glad2Glow, dengan fokus pada konsumen Generasi Z di Kota Madiun. Metode yang digunakan adalah metode kuantitatif dengan pendekatan survei menggunakan kuisioner *online*. Teknik pengumpulan sampel dilakukan secara *purposive sampling*, dengan jumlah responden sebanyak 384 responden. Hasil penelitian menunjukkan bahwa: (1) harga tidak berpengaruh positif dan signifikan terhadap minat beli; (2) *e-WOM* berpengaruh positif dan signifikan terhadap minat beli; (3) kualitas produk berpengaruh positif dan signifikan terhadap minat beli; (4) harga berpengaruh positif dan signifikan terhadap keputusan pembelian; (5) *e-WOM* berpengaruh positif dan signifikan terhadap keputusan pembelian; (6) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian; (7) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian; (8) minat beli tidak memediasi pengaruh harga terhadap keputusan pembelian; (9) minat beli mampu memediasi pengaruh *e-WOM* terhadap keputusan pembelian; dan (10) minat beli mampu memediasi pengaruh kualitas produk terhadap keputusan pembelian. Penelitian ini memberikan implikasi praktis bagi pelaku bisnis *skincare*, khususnya Glad2Glow, dalam merancang strategi pemasaran yang menekankan pentingnya kualitas produk dan kekuatan *e-WOM* untuk mendorong minat beli dan keputusan pembelian konsumen Gen Z

**Kata Kunci:** Harga, *e-WOM*, Kualitas Produk, Minat Beli, Keputusan Pembelian, Generasi Z, *Skincare*, Glad2Glow

### **Abstract**

This study aims to analyze the influence of price, *electronic word of mouth (e-WOM)*, and product quality on purchase decisions through buying interest in Glad2Glow *skincare* products, with a focus on Generation Z consumers in Madiun City. The method used is a quantitative method with a survey approach using *an online questionnaire*. The sample

collection technique was carried out by *purposive sampling*, with a total of 384 respondents. The results of the study show that: (1) price does not have a positive and significant effect on buying interest; (2) *e-WOM* has a positive and significant effect on buying interest; (3) product quality has a positive and significant effect on buying interest; (4) price has a positive and significant effect on the purchase decision; (5) *e-WOM* has a positive and significant effect on purchase decisions; (6) product quality has a positive and significant effect on purchase decisions; (7) buying interest has a positive and significant effect on the purchase decision; (8) buying interest does not mediate the influence of price on the purchase decision; (9) buying interest is able to mediate the influence of *e-WOM* on purchase decisions; and (10) buying interest is able to mediate the influence of product quality on purchase decisions. This research provides practical implications for *skincare business players*, especially Glad2Glow, in designing marketing strategies that emphasize the importance of product quality and the power of *e-WOM* to drive buying interest and purchase decisions of Gen Z consumers

**Keywords:** Price, *e-WOM*, Product Quality, Buying Interest, Purchase Decision, Generation Z, *Skincare*, Glad2Glow

## A. INTRODUCTION

The development of technology and public awareness of skin care has encouraged the rapid growth of *the skincare* industry in Indonesia, especially among women. The appearance of a healthy, clean, and glowing face is the main need, so the selection of *skincare* products that suit your skin type is very important, especially in a tropical climate like Indonesia (Yusrizal Aminullah & Kustini, 2022). The city of Madiun, with a productive age population of 65.39% of the total population, is a potential market for *skincare* products, including *the Glad2Glow* brand, which shows increasing interest from *Gen Z* consumers based on the latest search and sales trends (trends.google.co.id, 2025; databoks, 2024).

Consumers consider several factors before buying, such as *price*, product quality, and recommendations through *Electronic Word of Mouth (E-WOM)*. *Price* influences satisfaction and purchasing decisions (Kotler & Keller, 2016; Kotler, 2019), while *E-WOM* allows consumers to share experiences, build trust, and expand market reach organically (Rahmawati & Akhan, 2021; Kotler & Keller, 2016). Product quality is a major factor that influences purchasing decisions because high-quality products can meet consumer needs and increase customer loyalty (Kotler & Keller, 2016).

In the context of consumer behavior, *purchase intention* acts as an intervening variable that can strengthen or weaken the influence of *price*, *E-WOM*, and product quality on *purchase decisions* (Schiffan & Kanuk, 2010; Wibowo, 2010). By understanding these factors, companies can tailor marketing strategies to drive buying interest and purchase decisions, especially among *Gen Z consumers* who are more responsive to digital trends and online recommendations.

The purpose of this research is to analyze factors that influence consumer purchasing behavior and to contribute both practically and theoretically to the field of marketing management. Practically, the findings are expected to help companies design more effective marketing strategies, while theoretically the study enriches the understanding of consumer behavior in skincare products. To achieve this goal, the research specifically investigates the effect of price, electronic word of mouth (E-WOM), and product quality on purchasing decisions, with purchase intention acting as a mediating variable among Gen Z consumers who use Glad2Glow in Madiun City.

### **Theoretical Studies**

#### **Theory of Reasoned Action dan Theory of Planned Behavior**

*The Theory of Planned Behavior* (TPB), formulated by Ajzen (1983), extends the earlier framework by incorporating the element of perceived behavioral control, which reflects an individual's assessment of their ability to carry out certain actions. This addition makes the model more comprehensive in explaining human behavior. Meanwhile, the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975) had previously emphasized that behavior is shaped by rational judgment and social influences through the interaction of beliefs, attitudes, and intentions.

#### **Price**

According to Kotler and Keller (2016), the price paid by consumers serves as a representation of the value attached to a product or service. Beyond being an indicator of market competitiveness, price also shapes perceptions of product quality and exclusivity. These perceptions can enhance or diminish consumer interest, which ultimately makes price a critical determinant in purchasing decisions.

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

Electronic Word of Mouth (E-WOM) is the communication of information between consumers through digital media regarding the experience of using products or services (Hennig-Thurau, 2004). E-WOM influences consumer decisions because online reviews and recommendations help potential buyers assess the quality and benefits of the product. Factors such as product quality, social media, and consumer interaction determine the effectiveness of E-WOM.

## **Product Quality**

Product quality is the ability of a good or service to meet or exceed consumer expectations, including performance, durability, and aesthetics (Kotler & Keller, 2016). Quality is influenced by the raw materials, technology, production methods, and human resources involved. Consumers value quality as the main consideration in making purchasing decisions.

## **Purchase Intention**

Buying interest is the tendency of consumers to choose and buy products based on rational and emotional considerations (Schiffman & Kanuk, 2010). Buying interest is influenced by attention, desire, and belief in the product. Buying interest indicators help companies understand consumer behavior and design the right marketing strategy (Kotler, 2014).

## **Purchase Decision**

According to Kotler and Armstrong (2016), the consumer's final stage in the buying process is referred to as the purchase decision, where individuals select and utilize a product or service to satisfy their needs and desires. This decision does not occur in isolation but is shaped by both internal aspects such as perception and motivation, and external elements including price, *E-WOM*, and product quality. In evaluating purchase decisions, several indicators can be observed, namely the type of product chosen, the quantity purchased, and the method of payment used.

The hypotheses in this study are:

H1: It is suspected that the price has a positive and significant effect on the Buying Interest of Gen Z consumers of *Glad2Glow skincare* in Madiun City.

H2: It is suspected that *E-WOM* has a positive and significant effect on Buying Interest in Gen Z consumers of *Glad2Glow skincare* in Madiun City.

H3: It is suspected that Product Quality has a positive and significant effect on Buying Interest in Gen Z Consumers of *Glad2Glow skincare* in Madiun City.

H4: Allegedly Price Has a Positive and Significant Effect on Purchase Decisions for Gen Z *skincare consumers* in Madiun City.

H5: It is suspected that *Electronic Word Of Mouth* has a positive and significant effect on Purchase Decisions in Gen Z *skincare consumers* of *Glad2Glow* in Madiun City.

H6: It is suspected that Product Quality has a positive and significant effect on Purchase Decisions in Gen Z *skincare consumers* of *Glad2Glow* in Madiun City.

H7: It is suspected that Buying Interest has a positive and significant effect on Purchase Decisions in Gen Z consumers of *Glad2Glow skincare* in Madiun City.

H8: It is suspected that Price has a positive and significant effect on Purchase Decisions through Buying Interest in Gen Z *Skincare Glad2Glow consumers* in Madiun City.

H9: It is suspected that *Electronic Word Of Mouth* has a positive and significant effect on Purchase Decisions through Buying Interest in Gen Z *Skincare Glad2Glow consumers* in Madiun City.

H10: It is suspected that Product Quality has a positive and significant effect on Purchase Decisions through Buying Interest in Gen Z *Skincare Glad2Glow consumers* in Madiun City.

## B. METHOD

This research was conducted in Madiun City on *Glad2Glow skincare consumers* from *Generation Z* with a survey-based quantitative method through an online questionnaire (*Google Form*). The population of the study is unknown, so the sample was determined using the Lemeshow (1990) formula with a minimum number of 384 respondents. The technique used was *purposive sampling* with the criteria of respondents domiciled in Madiun, aged 13–

28 years, and had purchased or used Glad2Glow products. The research instrument is in the form of a five-point Likert scale which includes price indicators, *electronic word of mouth (e-WOM)*, product quality, buying interest, and purchase decisions. Data processing was carried out with the help of SPSS version 25 through validity, reliability, classical assumptions, *t* and *F* tests, as well as *path analysis* and Sobel tests to determine the direct influence and mediating role of buying interest variables (Sugiyono, 2023; Ghozali, 2018).

## C. RESULTS AND DISCUSSION

### Respondent Description

This study involved 384 respondents of Glad2Glow consumers in Madiun City. The majority of respondents were 21–28 years old (78%), female (87%), and educated in high school to undergraduate (96%). In terms of employment, students/students dominate (49%), followed by private employees (29%). Most of them earn less than IDR 3,000,000 (62%) and make more purchases online (66%). Purchase frequency shows 45% of respondents have purchased more than twice, reflecting loyalty and product compatibility.

### Research Validity Test

The validity test in this study was carried out by comparing the *value of r calculated* with the *r table*. The sample used was 384 respondents with *degree of freedom* ( $df = n - k$ ) ( $384 - 5 = 379$ ) at a significance level of 5% ( $\alpha = 0.05$ ), so that the *table r* value of 0.101 was obtained. A statement item is declared valid if *the calculated value of r* is greater than *the r of the table* and has a positive value (Sugiyono, 2017). With these criteria, the validity test is an important basis for assessing the extent to which the research instrument is able to measure the variables set accurately, consistently, and in accordance with the research objectives.

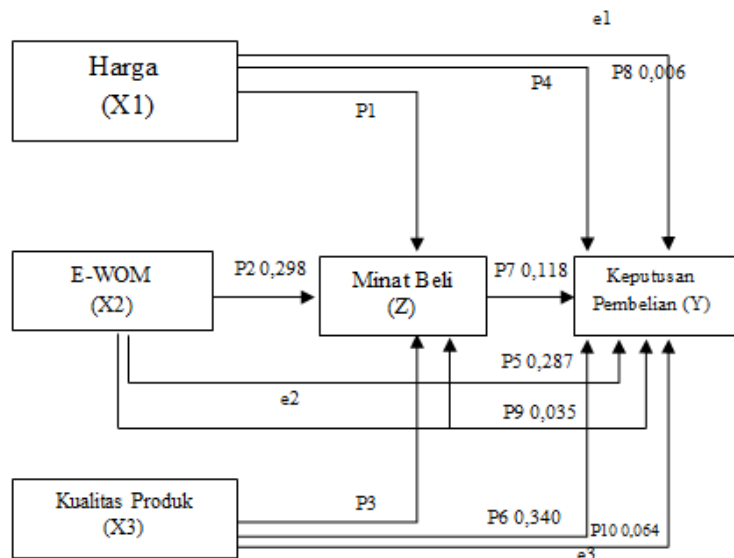
The results of data processing through SPSS showed that all research variables, namely Price (X1), *Electronic Word of Mouth* (X2), Product Quality (X3), Buying Interest (Z), and Purchase Decision (Y), had a higher *calculated r* value than *the r table* (0.101). This means that all statement items can be declared valid so that the indicators used are really able to represent the construct being researched accurately. This finding also confirms that the

research instrument has accuracy in describing the set variables. Thus, the instrument used in this study has met the validity requirements, so it can be ascertained that it is feasible to use as a measuring tool in the further analysis process (Ghozali, 2018).

### Path Analysis

This study uses path analysis through multiple regression with the help of SPSS 25 to test the direct and indirect influence between variables, including the role of intervening variables (Ghozali, 2005).

**Tabel 1. Model Path Analysis**



Based on the calculation results, all independent variables (Price/X1, E-WOM/X2, and Product Quality/X3) had a greater direct influence on purchasing decisions (Y) than indirect influences through the purchase interest variable (Z). The indirect influence values of  $X1 \rightarrow Z \rightarrow Y$  are 0.006,  $X2 \rightarrow Z \rightarrow Y$  is 0.035, and  $X3 \rightarrow Z \rightarrow Y$  is 0.064, all of which are smaller than the direct influence of Y. Thus, the Z variable (Buying Interest) does not act as a mediator in the relationship between these variables, so it can be concluded that the main influence in this model is more dominant through the direct channel.

### T test (Hypothesis test)

The following is a presentation of the results of *the t-test* obtained in this study:

**Table 2. Sub Structural t-Test Results 1**

|   | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|---|-----------------------------|------------|---------------------------|--------|------|
|   | B                           | Std. Error | Beta                      |        |      |
| (Constant)                                    | -.888                       | .554       |                           | -1.602 | .110 |
| Price (X1)                                    | .062                        | .058       | .055                      | 1.067  | .287 |
| <i>Elektronik Word of mouth</i> (E- WOM) (X2) | .176                        | .029       | .298                      | 6.169  | .000 |
| Product Quality (X3)                          | .319                        | .032       | .544                      | 9.841  | .000 |

Source: Data processed on the SPSS program (2025)

The findings of the hypothesis test indicate that consumer buying interest is significantly influenced by the factors of *E-WOM* (X2) and product quality (X3), as shown by the rejection of H0 and the acceptance of H2 and H3. In contrast, the price variable (X1) does not have a meaningful impact on buying interest, which leads to the acceptance of H0 and the rejection of H1. Therefore, it can be concluded that *E-WOM* and product quality play an important role in encouraging consumer buying interest, whereas price does not provide a significant effect.

**Table 3. Substructural t-Test Results 2**

|   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Itself. |
|---|-----------------------------|------------|---------------------------|-------|---------|
|   | B                           | Std. Error | Beta                      |       |         |
| (Constant)                                    | .692                        | .576       |                           | 1.201 | .230    |
| Price (X1)                                    | .254                        | .060       | .200                      | 4.201 | .000    |
| <i>Elektronik Word of mouth</i> (E- WOM) (X2) | .190                        | .031       | .287                      | 6.151 | .000    |
| Product Quality (X3)                          | .223                        | .038       | .340                      | 5.935 | .000    |
| Buying Interest (Z)                           | .133                        | .053       | .118                      | 2.495 | .013    |

Source: Data processed on the SPSS program (2025)

The acceptance of all four hypotheses (H1, H2, H3, and H4) confirms that price, *E WOM*, product quality, and buying interest significantly contribute to improving consumer purchasing decisions. This conclusion is supported by the partial significance test (t test), which shows that the independent variables Price (X1), *Electronic Word of Mouth* (X2), and Product Quality (X3) each obtained values greater than the t table with a significance level below 0.05. In addition, the Buying Interest variable (Z) was also found to have a significant effect on purchase decisions. Thus, these four variables together play an important role in influencing consumer purchasing behavior.

### Coefficient of Determination ( $R^2$ )

The following is a presentation of the results of the determination coefficient ( $R^2$ ) test obtained in this study:

**Table 4. Determination Coefficient Test Results ( $R^2$ ) Sub Structural 2**

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | .876a | .767     | .765              | 1.574                      |

a. Predictors: (Constant), Buying Interest (Z), Product Quality (X3), *E-WOM* (X2), Price (X1).

Source: Data processed on the SPSS program (2025)

The Purchase Decision (Y) in this research model can be explained by the variables Price (X1), *Electronic Word of Mouth* (X2), Product Quality (X3), and Buying Interest (Z) with a contribution of 76.5 percent, as shown by the Adjusted R Square value of 0.765 from the table results. Meanwhile, the remaining 23.5 percent is affected by other variables outside the scope of this study.

### Uji Sobel (*Sobel Test*)

According to the Sobel test results, Buying Interest successfully mediates the effect of *Electronic Word of Mouth* (E-WOM) and Product Quality on Purchase Decisions, which means both variables indirectly influence purchasing decisions through Buying Interest (Ghozali, 2005). On the other hand, in the relationship between Price and Purchase Decision, Buying Interest is not proven to function as a mediating variable.

## **Discussion**

### **The Effect of Price Does Not Have a Positive and Significant Effect on Buying Interest in *Glad2glow* Skincare**

Research conducted by Sholichah and Budiarti (2022) confirms that price does not significantly affect buying interest, emphasizing the importance of implementing an appropriate pricing strategy to maintain consumer perceptions. The findings of this study are consistent, as price was also proven to have no significant impact on the buying interest of Glad2Glow skincare products. In practice, setting prices too low may lead to consumer doubts about product quality, while excessively high prices could reduce the appeal of the product in a competitive market.

### **The Influence of *Electronic Word of mouth* (E-WOM) has a positive and significant effect on Buying Interest in *Glad2glow* Skincare**

Nugroho and Purwanto (2023) highlight that Electronic Word of Mouth is a crucial factor influencing consumer buying interest, as it provides trust-building information that encourages trial of new products. The present study supports this view, proving that E-WOM has a positive and significant impact on the buying interest of Glad2Glow skincare consumers. Channels such as social media, online reviews, and discussion forums serve as effective mediums for spreading information, ultimately strengthening consumer confidence and stimulating purchase intentions.

### **The Influence of Product Quality has a positive and significant effect on Buying Interest in *Glad2glow* Skincare**

Product quality has been proven to have a significant effect on buying interest. Consumers tend to choose products that have good safety, benefits, and packaging aesthetics. Products with guaranteed quality will be easier to accept even if they are new to the market. This study is in line with the findings of Dwi Nugroho et al. (2023) that product quality is the dominant factor that determines consumer buying interest.

### **The Influence of Price on Purchase Decisions on *Glad2glow* Skincare**

Price has a significant effect on the purchase decision of Glad2Glow skincare. The affordable price makes this product accessible to various segments, especially teenagers and young adults. This supports the research of Astutik & Sutedjo (2022) which states that price is an important factor that influences consumer decisions in making purchases.

### **The Effect of *Electronic Word of mouth* (E-WOM) on Purchase Decisions on *Skincare Glad2glow***

Wijaya (2022) found that *Electronic Word of Mouth* positively influences purchasing decisions, highlighting the important role of online recommendations and consumer reviews in building trust toward new products. Supporting this, the current study demonstrates that *E-WOM* significantly affects the purchase decision of Glad2Glow skincare, as information circulating in digital platforms strengthens consumer confidence and encourages them to make purchases.

### **The Influence of Product Quality has a positive and significant effect on Purchase Decisions on *Glad2glow* Skincare**

According to the research of Amarakka and Dewi (2020), product quality is recognized as the main determinant of consumer purchasing decisions. In line with this, the findings of the present study demonstrate that product quality has a positive and significant influence on purchase decisions, as consumers tend to place greater trust in products that are proven safe, durable, and provide real benefits.

### **The Influence of Buying Interest on Purchase Decisions on *Glad2glow* Skincare**

Buying interest is proven to influence the purchase decision of Glad2Glow skincare. The higher the buying interest formed from the factors of price, quality, and recommendations, the greater the chance of consumers deciding to buy. This research is in line with Afiah Luthfatul & Afandi (2023) who explained that buying interest is a key factor in determining purchasing decisions.

## **The Influence of Price on Purchase Decisions through Buying Interest on *Glad2glow* Skincare**

Research shows that buying interest is unable to mediate the influence of price on purchasing decisions. Prices that are too low cause a negative perception of product quality, so they do not increase buying interest or purchase decisions. This result is different from the findings of Sholichah & Budiarti (2022) which found that there is an influence of price through buying interest.

## **The Influence of *Electronic Word of mouth* (E-WOM) on Purchase Decisions through Buying Interest in *Glad2glow* Skincare**

Lestari et al. (2025) emphasized that *Electronic Word of Mouth* (E-WOM) significantly contributes to enhancing purchasing decisions by increasing buying interest. Consistent with this, the present study proves that buying interest mediates the relationship between E-WOM and purchase decisions. Positive information shared by other consumers on social media builds stronger trust, which ultimately motivates individuals to proceed with a purchase.

## **The Effect of Product Quality on Purchase Decisions (Y) through Buying Interest in *Glad2glow* Skincare**

Buying interest has been proven to mediate the influence of product quality on purchase decisions. Good quality encourages the emergence of buying interest, which then leads to a purchase decision. This is consistent with the research of Amaliah et al. (2023) which confirms that product quality has an indirect influence through buying interest on purchase decisions.

## **D. CONCLUSION**

This research highlights that strengthening *Electronic Word of Mouth* (E-WOM) and improving product quality are the primary drivers that can increase buying interest and reinforce consumer purchasing decisions for *Glad2Glow* skincare products. The mediation analysis further demonstrates that buying interest successfully mediates the effect of E-WOM and product quality on purchase decisions, but fails to mediate the relationship between price

and purchase decision. Moreover, the study confirms that price, E-WOM, product quality, and buying interest each have a positive and significant impact on purchasing decisions. However, price alone does not significantly influence buying interest, while both E-WOM and product quality exhibit a strong and positive effect.

### E. Suggestion

Based on the results of the study, it is recommended for *the skincare company Glad2Glow* to focus more on improving product quality and strengthening *the electronic word of mouth (E-WOM)* strategy, because these two factors are proven to influence consumer buying interest and purchase decisions. The next research is expected to expand the objects, variables, and methods used to make the results more comprehensive. Meanwhile, consumers are expected to be more careful in considering the quality and *price* of the product before deciding to buy, so that the decisions taken are really in accordance with the expected needs and benefits.

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