

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM), BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR KAHF PRODUCTS IN MADIUN CITY

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Abstract

This study aims to examine the influence of Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality on Purchasing Decisions for Kahf products in Madiun City. This study employed a quantitative approach using a survey method. Primary data were collected through an online questionnaire from 384 respondents selected using purposive sampling. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS version 4.0.9.5. The results show that Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions, with a path coefficient of 0.153, a t-statistic of 2.194, and a p-value of 0.028. Brand Image also has a positive and significant effect, with a path coefficient of 0.195, a t-statistic of 2.386, and a p-value of 0.017. Price has a positive and significant effect and is the strongest predictor, with a path coefficient of 0.391, a t-statistic of 5.758, and a p-value below 0.001. Product Quality also has a positive and significant effect, with a path coefficient of 0.214, a t-statistic of 4.078, and a p-value below 0.001. The R-square value of 0.775 indicates that these four variables explain 77.5% of the variance in Purchasing Decisions. Findings highlight their collective relevance for consumers.

Keywords: *Electronic Word of Mouth, Brand Image, Price, Product Quality, Purchasing Decision.*

A. INTRODUCTION

The development of the men's personal care industry has intensified competition among brands that provide products designed to meet men's grooming needs. At the same time, digitalization has changed the way consumers search for, evaluate, and share product information before making purchasing decisions. Consumers can obtain information through online reviews, recommendations, testimonials, and experiences shared by other users on social media and e-commerce platforms. Consequently, information originating from other consumers, perceptions of

a brand, price considerations, and product quality have become increasingly relevant in explaining purchasing decisions. This condition is particularly important in the men's personal care market, where consumers are exposed to various competing products and can easily compare information before making a purchase.

Kahf is an Indonesian men's personal care brand launched by ParagonCorp in 2020. The brand offers various products for men's personal care, including facial cleansers, sunscreen, shampoo, body wash, deodorant, fragrance, and beard care. In the thesis, Kahf is positioned as a men's grooming brand associated with halal and modern concepts and developed to meet the personal care needs of Indonesian men. Kahf also actively utilizes digital platforms for marketing and consumer communication, creating opportunities for consumers to exchange reviews, experiences, opinions, and recommendations. Such interactions are relevant to the formation of electronic word of mouth (e-WOM) and consumer perceptions of the brand. Electronic word of mouth refers to consumer-generated information concerning products or brands that is disseminated through digital media. Reviews, recommendations, opinions, and experiences shared online can provide potential consumers with additional information when evaluating products and deciding whether to purchase them. Previous empirical studies have generally demonstrated the relevance of e-WOM to purchasing decisions. Kusuma et al. (2022) found that price perception, brand image, and e-WOM significantly influenced purchasing decisions. Solikhah and Garad (2024) also found that e-WOM had a positive and significant influence on purchase decisions in online transactions, while Ningrum and Sukma (2024) reported a positive and significant effect of e-WOM on purchasing decisions. However, Purnamasari and Putranto (2025) found that e-WOM did not have a significant effect on the purchasing decisions of Implora serum consumers. These inconsistent findings indicate that the influence of electronic consumer information may vary according to the characteristics of the product, platform, and consumer context.

Brand image is another factor that may shape purchasing decisions. It refers to the perceptions, impressions, associations, and beliefs that consumers form toward a brand based on information, experiences, product attributes, and other interactions. A favorable brand image can strengthen consumer confidence and help consumers distinguish a brand from competing alternatives. Previous empirical evidence has demonstrated the relevance of brand image to purchasing decisions. Kusuma et al. (2022) found that brand image significantly influenced purchasing decisions, while Manurung and Risal (2024) reported a positive and significant effect of brand image on purchasing decisions for Somethinc skincare products. Madeleine (2025) likewise found that brand image positively and significantly affected purchasing decisions for MS Glow skincare products. These findings suggest that favorable brand associations can contribute to consumers' confidence when selecting personal care products.

Price is also an important consideration because consumers generally evaluate whether the price paid is appropriate relative to the benefits and quality expected from a product. A price perceived as affordable and proportional to the value received may increase consumers' willingness to purchase. In the context of Kahf products, the thesis indicates that consumers consider price in relation to purchasing power, product quality, and perceived benefits. Empirical evidence supports the relevance of price in purchasing decisions. Kusuma et al. (2022) found that perceived price significantly influenced purchasing decisions, while Agustria (2025) reported that price had a positive and significant effect on purchasing decisions for MS Glow skincare products.

Product quality constitutes another important factor because consumers evaluate whether a product can perform its intended functions and fulfill their expectations regarding benefits, safety, durability, comfort, and suitability. For personal care products, perceived quality may become particularly important because consumers consider whether the product is capable of meeting their individual needs. Previous studies have provided empirical support for this relationship. Sinuraya et al. (2023) found that product quality significantly influenced purchasing decisions for Somethinc skincare products, while Andini et al. (2024) reported a positive and

significant effect of product quality on purchasing decisions for Daviena skincare products. Juantika and Ekawati (2024) also found that product quality significantly influenced purchasing decisions. Nevertheless, Ambarita and Wasino (2024) found that product quality did not significantly affect purchasing decisions for Skintific skincare products purchased through Shopee. The difference in findings indicates that the role of perceived product quality may vary across product categories and consumer contexts.

The relationships among these factors can be viewed from the perspective of the Theory of Planned Behavior (TPB), which is positioned in the thesis as the grand theory underlying the study. TPB explains that behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control, which subsequently contribute to behavioral performance. In the context of consumer behavior, this theoretical perspective provides a basis for understanding how consumers' evaluations and considerations can contribute to their behavioral decisions. Previous literature has also applied TPB to explain consumer behavior in digital environments, including electronic word-of-mouth behavior in online marketplaces (Mahyarni, 2013; Purwanto et al., 2022). Accordingly, e-WOM, brand image, price, and product quality can be examined as factors that may contribute to consumers' purchasing decisions.

Although previous studies have examined e-WOM, brand image, price, and product quality in relation to purchasing decisions, the empirical evidence is not completely consistent, particularly regarding the effects of e-WOM and product quality. In addition, the existing studies identified in the thesis largely focus on other personal care and cosmetic brands, such as Emina, Somethinc, MS Glow, Daviena, Skintific, and Implora. The simultaneous examination of e-WOM, brand image, price, and product quality in relation to purchasing decisions for Kahf products among consumers in Madiun City therefore provides a specific contextual setting for further empirical investigation. This research context is important because Kahf represents a men's personal care brand, whereas much of the existing evidence concerns general cosmetics or women's skincare products.

Therefore, this study aims to examine the influence of Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality on Purchasing Decisions for Kahf products in Madiun City. Specifically, this study examines whether e-WOM, brand image, price, and product quality each have a positive and significant influence on purchasing decisions. By examining the four factors simultaneously, this study is expected to provide empirical evidence regarding consumer purchasing behavior toward men's personal care products and contribute to the literature on digital consumer behavior and purchasing decisions.

B. METHOD

This study employed a quantitative research approach using a survey method to examine the influence of Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality on Purchasing Decisions for Kahf products in Madiun City. The quantitative approach was selected because the study aimed to test the proposed relationships among the research variables using statistical analysis.

The population of this study consisted of consumers residing in Madiun City who had purchased and used Kahf products. The population size was unknown; therefore, it was treated as an infinite population. The sample size was determined using the Lemeshow formula with a 95% confidence level and a 5% margin of error. Based on this calculation, the minimum sample size was 384 respondents. Accordingly, the study involved 384 respondents. The sampling technique employed was non-probability sampling using purposive sampling. Respondents were selected according to predetermined criteria relevant to the objectives of the study, namely residing in Madiun City, having purchased and used Kahf products at least once, and meeting the age or decision-making capability criteria specified in the research design.

Primary data were collected through an online questionnaire distributed using Google Forms. The questionnaire measured five constructs: Electronic Word of Mouth (X1), Brand Image (X2), Price (X3), Product Quality (X4), and Purchasing Decision (Y). All constructs were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

The e-WOM construct was measured through review frequency, consumer recommendations, information quality, positive consumer opinions, and trust in online information. Brand Image was measured through ease of recognition, reputation, attractiveness, brand trust, and differentiation from competitors. Price was measured through affordability, price–quality suitability, price competitiveness, and price–benefit suitability. Product Quality was measured through performance, reliability, durability, aesthetics, perceived quality, and conformance to specifications. Purchasing Decision was measured through purchase objectives, information processing in brand selection, confidence in the selected product, recommendations to others, and repurchase intention.

The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS version 4.0.9.5. SEM-PLS was used to evaluate the relationships among the latent constructs and their indicators and to test the structural relationships between the independent and dependent variables. The analysis consisted of the evaluation of the outer model and the inner model.

The outer model was evaluated in terms of convergent validity, discriminant validity, and reliability. Convergent validity was assessed using outer loading and Average Variance Extracted (AVE). An indicator was considered to meet the convergent validity criterion when its outer loading exceeded 0.70, while an AVE value above 0.50 indicated adequate convergent validity. Discriminant validity was assessed using cross-loadings to determine whether each construct was empirically distinguishable from the other constructs. Reliability was evaluated using Cronbach's Alpha and Composite Reliability, with a minimum criterion of 0.70 for each measure.

The inner model was evaluated using R-Square (R^2) to assess the explanatory power of the endogenous construct and Q-Square (Q^2) to assess predictive relevance. Hypothesis testing was conducted using path coefficients, t-statistics, and p-values obtained through bootstrapping. A hypothesis was considered statistically supported when the t-statistic exceeded 1.96 and the p-value was below 0.05 at a 5% significance level.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

This study involved 384 respondents who had purchased and used Kahf products in Madiun City. The respondent characteristics were described based on age, gender, and residential area. The majority of respondents were 18–25 years old, accounting for 279 respondents (72.7%). All respondents were male, while respondents were distributed across three districts in Madiun City.

Table 1. Respondent Characteristics

Characteristic	Category	n	%
Age	14–17 years	10	2.6
	18–25 years	279	72.7
	26–34 years	94	24.5
	35–45 years	0	0.0
	Total	384	100.0
Gender	Male	384	100.0
	Female	0	0.0
	Total	384	100.0
Residence	Manguharjo District	114	29.7
	Kartoharjo District	144	37.5
	Taman District	126	32.8
	Total	384	100.0

Source: Processed primary data, 2026.

The distribution indicates that the sample was dominated by respondents aged 18–25 years. In terms of residential area, Kartoharjo District contributed the largest proportion of respondents (37.5%), followed by Taman District (32.8%) and Manguharjo District (29.7%). The entire sample consisted of male respondents, corresponding to the men's personal care orientation of the Kahf products examined in this study.

2. Measurement Model Evaluation

The measurement model was evaluated using outer loading, Average Variance Extracted (AVE), discriminant validity, Cronbach's Alpha, and Composite Reliability. All indicators recorded outer loading values above 0.70, ranging from 0.701 to 0.889. The highest loading was obtained by indicator X4.5 (0.889), whereas the lowest was X1.5 (0.701). Thus, all indicators met the convergent validity criterion applied in the study.

Table 2. **Measurement Model Evaluation**

Construct	Outer Loading Range	AVE	Cronbach's Alpha	Composite Reliability
Electronic Word of Mouth	0.701–0.882	0.657	0.867	0.905
Brand Image	0.706–0.878	0.653	0.864	0.903
Price	0.865–0.875	0.754	0.891	0.924
Product Quality	0.762–0.889	0.720	0.922	0.939
Purchasing Decision	0.809–0.885	0.749	0.916	0.937

Source: *SmartPLS output, 2026.*

All AVE values were above 0.50, ranging from 0.653 to 0.754, indicating that each construct adequately represented the variance of its indicators. Price had the highest AVE (0.754), while Brand Image had the lowest (0.653). The discriminant validity assessment based on cross-loadings was reported as satisfactory in the thesis, indicating that the constructs were empirically distinguishable.

The reliability results also demonstrated adequate internal consistency. Cronbach's Alpha values ranged from 0.864 to 0.922, while Composite Reliability values ranged from 0.903 to 0.939. All values exceeded the minimum criterion of 0.70. Therefore, the measurement instruments were considered reliable for subsequent structural analysis.

3. Structural Model Evaluation

The structural model was evaluated using R-Square (R^2), Adjusted R-Square, Standardized Root Mean Square Residual (SRMR), and Q-Square (Q^2).

Table 3. **Structural Model Evaluation**

Measure	Value
R^2	0.775
Adjusted R^2	0.772
SRMR	0.089
Q^2	0.453

Source: *SmartPLS output, 2026.*

The R^2 value of 0.775 indicates that Electronic Word of Mouth, Brand Image, Price, and Product Quality jointly explain 77.5% of the variance in Purchasing Decision. The remaining 22.5% is associated with other factors outside the model. The Adjusted R^2 value of 0.772 indicates

that the explanatory capability of the model remains stable after adjustment for the number of predictors and sample size. Furthermore, the Q^2 value of 0.453 is positive, indicating predictive relevance for the endogenous construct. The thesis reports an SRMR value of 0.089 and interprets the overall model as adequate for hypothesis testing.

4. Hypothesis Testing

Hypothesis testing was conducted using path coefficients, t-statistics, and p-values obtained through bootstrapping. A relationship was considered significant when the t-statistic exceeded 1.96 and the p-value was below 0.05.

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	β	t-statistic	p-value	Decision
H1	E-WOM $\rightarrow$ Purchasing Decision	0.153	2.194	0.028	Supported
H2	Brand Image $\rightarrow$ Purchasing Decision	0.195	2.386	0.017	Supported
H3	Price $\rightarrow$ Purchasing Decision	0.391	5.758	<0.001	Supported
H4	Product Quality $\rightarrow$ Purchasing Decision	0.214	4.078	<0.001	Supported

Source: SmartPLS output, 2026.

The results demonstrate that all four independent variables have positive and statistically significant relationships with Purchasing Decision. Among the predictors, Price has the largest path coefficient ($\beta = 0.391$), followed by Product Quality ($\beta = 0.214$), Brand Image ($\beta = 0.195$), and Electronic Word of Mouth ($\beta = 0.153$).

5. Discussion

The Effect of Electronic Word of Mouth on Purchasing Decision

The findings demonstrate that Electronic Word of Mouth has a positive and significant effect on Purchasing Decision, with a path coefficient of 0.153, a t-statistic of 2.194, and a p-value of 0.028. Therefore, H1 is supported.

This result indicates that information exchanged by consumers through digital platforms can contribute to purchasing decisions for Kahf products. Reviews, recommendations, testimonials, and user experiences may provide potential consumers with additional information

and increase their confidence in evaluating the product. When consumers receive favorable information concerning Kahf, their confidence in the product may increase, thereby encouraging purchasing decisions.

The finding is consistent with Solikhah and Garad (2024), who reported a positive and significant relationship between e-WOM and purchase decisions. It is also consistent with Ningrum and Sukma (2024), who found that e-WOM positively and significantly affected purchasing decisions.

Within the context of Kahf, the result suggests that digital consumer communication remains relevant because product information can circulate rapidly through social media, marketplaces, and other online platforms. Thus, favorable consumer-generated information can strengthen consumers' evaluation of Kahf before purchase.

The Effect of Brand Image on Purchasing Decision

Brand Image has a positive and significant effect on Purchasing Decision, with a path coefficient of 0.195, a t-statistic of 2.386, and a p-value of 0.017. Therefore, H2 is supported.

The result indicates that a more favorable perception of Kahf is associated with stronger purchasing decisions. Consumers who perceive Kahf positively may have greater confidence in the brand and in the benefits offered by its products. The thesis associates Kahf with a modern men's grooming identity, product quality, and halal-oriented characteristics. These associations can contribute to a favorable consumer perception and strengthen confidence when selecting Kahf over competing brands.

This finding is consistent with Manurung and Risal (2024) and Madeleine (2025), who reported positive and significant effects of brand image on purchasing decisions.

The finding therefore suggests that brand image remains an important consideration even in a competitive men's personal care market. A recognizable and trusted brand can reduce consumers' uncertainty when choosing among alternative products.

The Effect of Price on Purchasing Decision

Price has a positive and significant effect on Purchasing Decision and represents the strongest relationship among the four predictors. The path coefficient is 0.391, with a t-statistic of 5.758 and a p-value below 0.001. Therefore, H3 is supported.

This finding indicates that consumers pay considerable attention to the relationship between the price of Kahf products and the quality and benefits they perceive. When consumers consider the price affordable and proportional to the value received, their tendency to make a purchase increases. The result is consistent with the thesis discussion, which emphasizes the importance of price suitability relative to product quality and benefits.

Price also has the largest path coefficient in the model. This indicates that, within the current sample and model, price demonstrates the strongest statistical relationship with purchasing decisions. This finding should not be interpreted as evidence that price is universally the most important determinant of Kahf purchasing decisions. Rather, it indicates that price is the strongest predictor among the four variables examined in this particular study.

The result is consistent with previous research cited in the thesis, including Agustria (2025) and Astuti and Faroh (2024), which reported positive and significant effects of price on purchasing decisions.

The Effect of Product Quality on Purchasing Decision

Product Quality has a positive and significant effect on Purchasing Decision, with a path coefficient of 0.214, a t-statistic of 4.078, and a p-value below 0.001. Therefore, H4 is supported.

The finding suggests that consumers' perceptions of product performance, safety, effectiveness, comfort, and suitability with their needs contribute to their purchasing decisions. When consumers perceive Kahf products as capable of fulfilling their personal care needs, they are more likely to make a purchase. The thesis further associates perceived product quality with consumer satisfaction and confidence in the product.

The result is consistent with previous studies cited in the thesis, including Sinuraya et al. (2023) and Andini et al. (2024), which reported positive and significant relationships between product quality and purchasing decisions.

The positive effect of product quality also indicates that consumers do not evaluate Kahf solely on price or promotional information. Functional performance and perceived suitability remain important components of the purchase evaluation process. Accordingly, maintaining consistent product quality can support consumers' confidence and subsequent purchasing decisions.

D. CONCLUSIONS

This study examined the influence of Electronic Word of Mouth (e-WOM), Brand Image, Price, and Product Quality on Purchasing Decisions for Kahf products in Madiun City. Based on the results of the SEM-PLS analysis, all four independent variables were found to have positive and significant effects on Purchasing Decisions.

First, Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions. This finding indicates that reviews, testimonials, recommendations, and consumer experiences disseminated through digital platforms can strengthen consumers' confidence and contribute to their purchasing decisions.

Second, Brand Image has a positive and significant effect on Purchasing Decisions. A favorable perception of Kahf, including its modern, quality-oriented, and halal-associated image, can strengthen consumer confidence when selecting the brand.

Third, Price has a positive and significant effect on Purchasing Decisions and represents the strongest predictor among the four independent variables in the research model. This result indicates that consumers' perceptions of the affordability and suitability of Kahf's price relative to the quality and benefits received play an important role in their purchasing decisions.

Fourth, Product Quality has a positive and significant effect on Purchasing Decisions. Consumers' perceptions of product performance, safety, comfort, and suitability with their needs contribute to their decisions to purchase Kahf products.

Overall, Electronic Word of Mouth, Brand Image, Price, and Product Quality jointly explain 77.5% of the variance in Purchasing Decisions, while the remaining 22.5% is associated with factors outside the research model. The findings therefore indicate that purchasing decisions for Kahf products are influenced by a combination of digital information, brand perception, price evaluation, and perceived product quality.

E. SUGGESTIONS

Based on the findings of this study, Kahf is encouraged to maintain and continuously improve its product quality to ensure that its products remain able to meet consumer needs and expectations. The company should also strengthen its digital marketing activities through social media and collaboration with relevant influencers and content creators to encourage positive Electronic Word of Mouth. Maintaining a consistent and favorable brand image is also important for strengthening consumer confidence. In addition, because Price showed the strongest statistical relationship with Purchasing Decisions among the variables examined, the company should establish pricing policies that remain appropriate in relation to product quality and perceived benefits so that Kahf can maintain its competitiveness and attractiveness in the market.

Consumers are encouraged to be more selective when purchasing men's personal care products by considering product quality, price, brand image, and information obtained through online reviews and the experiences of other consumers. A comprehensive evaluation of these factors can help consumers make purchasing decisions that are more consistent with their needs and provide optimal benefits.

For future researchers, this study can be extended by incorporating other variables that may influence purchasing decisions, such as promotion, consumer trust, lifestyle, customer satisfaction,

and customer loyalty. Future studies may also expand the research object and geographical scope so that the findings can provide broader and more comprehensive evidence regarding the factors influencing purchasing decisions for Kahf products and men's personal care products more generally.

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