

ELECTRONIC WORD-OF-MOUTH, PRODUCT QUALITY, FACILITIES INFLUENCE HANDAYANI COFFEE PURCHASE DECISIONS AMONG CONSUMERS IN MADIUN

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Abstrak

Pesatnya perkembangan industri kedai kopi lokal di Indonesia telah meningkatkan persaingan antarusaha kopi skala kecil dan menengah. Kondisi ini mendorong pelaku usaha untuk tidak hanya mengandalkan fasilitas fisik, tetapi juga ulasan konsumen dan kualitas produk guna menarik serta mempertahankan pelanggan. Fenomena ini terlihat pada Handayani Coffee and Roastery Madiun, sebuah kedai kopi lokal yang tetap ramai dikunjungi meskipun memiliki beberapa keterbatasan fasilitas, seperti tidak tersedianya Wi-Fi dan pendingin ruangan serta area parkir yang terbatas. Kondisi tersebut menimbulkan pertanyaan mengenai faktor-faktor yang memengaruhi keputusan pembelian konsumen di kedai kopi tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word-of-Mouth* (E-WOM), kualitas produk, dan fasilitas terhadap keputusan pembelian, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan pengumpulan data dari 385 responden yang dipilih melalui teknik *purposive sampling*. Data dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS, yang didahului oleh uji validitas, reliabilitas, dan asumsi klasik. Hasil penelitian menunjukkan persamaan regresi $Y = 1,188 + 0,336X_1 + 0,461X_2 + 0,407X_3$, dengan nilai F sebesar 280,836 dan koefisien determinasi (Adjusted R²) sebesar 0,686. Ketiga variabel terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Kualitas produk merupakan variabel yang paling dominan (Beta = 0,606), diikuti oleh fasilitas (Beta = 0,408) dan *Electronic Word-of-Mouth* (Beta = 0,348).

Kata kunci: *Electronic Word-of-Mouth*, kualitas produk, fasilitas, keputusan pembelian, Handayani Coffee and Roastery Madiun.

Abstract

The rapid growth of the local coffee shop industry in Indonesia has intensified competition among small and medium-sized coffee businesses, forcing them to rely not only on physical facilities but also on consumer reviews and product excellence to attract and retain customers. This phenomenon is clearly reflected at Handayani Coffee and Roastery Madiun, a local coffee shop that remains consistently crowded with visitors despite having several notable physical facility limitations, such as the absence of Wi-Fi and air conditioning and limited parking

space. This condition raises an interesting research question regarding the factors that actually drive consumers' purchase decisions at this coffee shop. This study aims to analyze the effect of Electronic Word-of-Mouth (E-WOM), Product Quality, and Facilities on Purchase Decisions, both partially and simultaneously. A quantitative associative approach was employed, with data collected from 385 respondents selected through purposive sampling. Data were analyzed using multiple linear regression with the aid of IBM SPSS, preceded by validity, reliability, and classical assumption tests. The results show the regression equation $Y = 1.188 + 0.336X_1 + 0.461X_2 + 0.407X_3$, with an F -value of 280.836 and a coefficient of determination (Adjusted R^2) of 0.686. All three variables were proven to have a positive and significant effect on Purchase Decision, both partially and simultaneously, with Product Quality showing the most dominant influence (Beta = 0.606), followed by Facilities (Beta = 0.408) and Electronic Word-of-Mouth (Beta = 0.348).

Keywords: *Electronic Word-of-Mouth, Product Quality, Facilities, Purchase Decision, Handayani Coffee and Roastery Madiun.*

A. INTRODUCTION

The local coffee shop industry in Indonesia has grown rapidly over the past decade, driven by rising domestic coffee consumption and a shift in consumer lifestyle toward coffee shops as places to socialize, work, and relax. As competition intensifies among coffee outlets, companies can no longer rely solely on the completeness of their physical facilities to attract consumers. Instead, they must build a strong product offering and cultivate positive consumer conversations that spread through digital media, since these factors increasingly determine purchase decisions in a market saturated with similar concepts (Kotler & Keller, 2016).

Handayani Coffee and Roastery Madiun represents an interesting case within this phenomenon. As one of the prominent local coffee shops in Madiun, it operates its own roastery and offers signature products, namely Brekkie and Shortcut. Interestingly, despite having several physical facility limitations—including the absence of Wi-Fi and air conditioning, a less optimal outdoor seating area, and limited parking space—the coffee shop remains consistently crowded with a significant number of visitors. From a marketing management perspective, this condition represents an anomaly worth investigating scientifically, given that facilities are generally regarded as one of the important factors shaping consumers' choice of a consumption venue (Tjiptono, 2014).

Preliminary observation indicates that consumer reviews, ratings, and experience-sharing on social media and online review platforms play an important role in shaping prospective consumers' perceptions before they visit or purchase from Handayani Coffee and Roastery Madiun. At the same time, the consistency of taste and visual presentation of its

signature products is frequently mentioned by consumers as a primary reason for repeat purchases. These observations suggest that Electronic Word-of-Mouth (E-WOM) and Product Quality may compensate for the coffee shop's facility limitations in driving consumers' purchase decisions, while the facilities that are available—cleanliness and a comfortable atmosphere—may still provide a positive contribution despite their limited completeness. Based on these arguments, this study analyzes the effect of Electronic Word-of-Mouth, Product Quality, and Facilities on consumers' Purchase Decisions at Handayani Coffee and Roastery Madiun.

a. Electronic Word-of-Mouth (E-WOM)

Electronic Word-of-Mouth refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Goyette et al., 2010). In the context of Handayani Coffee and Roastery Madiun, reviews, ratings, and consumer experience posts on social media play an important role in shaping prospective consumers' perceptions prior to their visit or purchase.

b. Product Quality

Product quality is the overall characteristics of a product that determine its ability to satisfy stated or implied consumer needs, encompassing performance, reliability, conformance, aesthetics, and features (Garvin, 1984; Tjiptono, 2016). Consistency of taste and visual presentation of Handayani Coffee's signature products, Brekkie and Shortcut, is one of the factors that encourages consumers to make repeat purchases.

c. Facilities

Facilities refer to the physical resources provided by a service provider to support consumer comfort and convenience while consuming a product (Tjiptono, 2014), analogous to the tangibles dimension in the SERVQUAL model (Parasuraman et al., 1988). Although Handayani Coffee and Roastery Madiun has several physical facility limitations, the cleanliness and comfort of the atmosphere that are maintained may still influence consumers' purchase decisions.

d. Purchase Decision

Purchase decision is the stage in the consumer decision-making process in which the consumer actually decides to buy a product, following need recognition, information search, and

evaluation of alternatives (Kotler & Armstrong, 2017; Schiffman & Kanuk, 2008). This study examines consumers' purchase decisions at Handayani Coffee and Roastery Madiun.

Conceptual Framework

Table 1. Conceptual Framework

Electronic Word-of-Mouth (X1)	H1		
Product Quality (X2)	H2	Purchase Decision (Y)	
Facilities (X3)	H3		H4 (simultaneous)

Source: modification of Fasyah et al. (2024), Montolalu et al. (2021), Valentine et al. (2023), and Lusinto & Prasetya (2026).

Hypothesis

Based on the research background and the review of previous studies, the hypotheses of this study are formulated as follows:

H1 : Electronic Word-of-Mouth (E-WOM) is hypothesized to have a positive and significant effect on consumer Purchase Decisions at Handayani Coffee and Roastery Madiun.

H2 : Product Quality is hypothesized to have a positive and significant effect on consumer Purchase Decisions at Handayani Coffee and Roastery Madiun.

H3 : Facilities are hypothesized to have a positive and significant effect on consumer Purchase Decisions at Handayani Coffee and Roastery Madiun.

H4 : Electronic Word-of-Mouth, Product Quality, and Facilities are hypothesized to have a positive and significant simultaneous effect on consumer Purchase Decisions at Handayani Coffee and Roastery Madiun.

B. METHOD

This study employed a quantitative approach using an associative research design to examine the causal relationships between the independent variables—Electronic Word-of-Mouth (X1), Product Quality (X2), and Facilities (X3)—and the dependent variable, Purchase Decision (Y). The research was conducted among consumers of Handayani Coffee and Roastery Madiun, a local coffee shop located in the city of Madiun, East Java, Indonesia.

The target population consisted of all consumers who had ever purchased products at Handayani Coffee and Roastery Madiun. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a minimum sample of 384.16, which was rounded up to 385 respondents (Lemeshow et al., 1997). Respondents were selected through purposive sampling based on the following criteria: (1) willing to participate as a respondent, (2) at least 17 years old, (3) had purchased products at Handayani Coffee and Roastery Madiun at least once, and (4) had seen or read reviews/information about Handayani Coffee and Roastery Madiun through social media or other digital platforms.

Primary data were collected through an online questionnaire distributed via Google Forms, while secondary data were obtained from books, scientific journals, and other relevant literature. The questionnaire employed a four-point Likert scale, ranging from 1 (Strongly Disagree) to 4 (Strongly Agree). Electronic Word-of-Mouth was measured through indicators of intensity, valence, source credibility, and content completeness (Goyette et al., 2010). Product Quality was assessed based on performance, reliability, conformance, aesthetics, and features (Garvin, 1984). Facilities were measured using indicators of completeness, cleanliness, comfort, and accessibility (Tjiptono, 2014), whereas Purchase Decision was evaluated through need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2017).

The collected data were analyzed using IBM SPSS. Prior to hypothesis testing, the research instrument was assessed through validity (Pearson Product Moment correlation) and reliability tests (Cronbach's Alpha), followed by classical assumption tests, including normality (One-Sample Kolmogorov-Smirnov), multicollinearity (Tolerance and VIF), and heteroscedasticity (Glejser test). The hypotheses were tested using multiple linear regression analysis, supported by the partial test (t-test), simultaneous test (F-test), and the coefficient of determination (R^2) to evaluate the influence of the independent variables on Purchase Decision (Sugiyono, 2019; Ghazali, 2018).

C. RESULTS AND DISCUSSIONS

1. Validity and Reliability Test

Validity was tested using Pearson Product Moment correlation between each item score and its variable total score. With $N = 385$ and $df = n - 2 = 383$ at $\alpha = 0.05$, the r-table value used was 0.100. An item is declared valid if $r\text{-count} > r\text{-table}$ and $\text{Sig. (2-tailed)} < 0.05$.

Table 2. Validity Test Summary

Variable	Number of Items	r-count Range	r-table ($\alpha=0.05$)	Result
Electronic Word-of-Mouth (X1)	8	0.799 – 0.846	0.100	Valid
Product Quality (X2)	10	0.796 – 0.842	0.100	Valid
Facilities (X3)	8	0.790 – 0.833	0.100	Valid
Purchase Decision (Y)	10	0.723 – 0.766	0.100	Valid

Source: SPSS Output, 2026.

Table 2 shows that the r-count value of every item in all four variables exceeds the r-table value of 0.100, with a significance value below 0.05. Therefore, all indicators are declared valid and appropriate for use as research instruments.

Reliability was tested using Cronbach's Alpha, with a variable considered reliable if its Cronbach's Alpha coefficient is ≥ 0.70 (Sugiyono, 2019).

Table 3. Reliability Test

Variable	Cronbach's Alpha	Result
Electronic Word-of-Mouth (X1)	0.929	Reliable
Product Quality (X2)	0.946	Reliable
Facilities (X3)	0.925	Reliable
Purchase Decision (Y)	0.912	Reliable

Source: SPSS Output, 2026.

Table 3 shows that the Cronbach's Alpha value for all variables exceeds 0.70, indicating that the research instrument is reliable and appropriate for further analysis, including the classical assumption tests, multiple linear regression, and hypothesis testing.

2. Normality Test

According to Ghazali (2018), residual normality can be assessed using the One-Sample Kolmogorov–Smirnov test. Residuals are considered normally distributed if the significance value (Asymp. Sig.) exceeds 0.05.

Table 4. Normality Test

Item	Value
N	385

Item	Value
Mean of Residual	0.0000000
Std. Deviation	3.43129844
Test Statistic (K-S)	0.032
Asymp. Sig. (2-tailed)	0.200

Source: SPSS Output, 2026.

Based on the results of the normality test using the One-Sample Kolmogorov–Smirnov method presented in Table 4, the Asymp. Sig. (2-tailed) value was 0.200, which is higher than the significance level of 0.05 ($0.200 > 0.05$). This result indicates that the residuals of the regression model are normally distributed, so the normality assumption is satisfied.

3. Multicollinearity Test

The multicollinearity test was conducted to determine whether a high correlation exists among the independent variables in the regression model. A regression model is free from multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is below 10.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Result
Electronic Word-of-Mouth (X1)	0.996	1.004	No multicollinearity
Product Quality (X2)	0.992	1.008	No multicollinearity
Facilities (X3)	0.992	1.008	No multicollinearity

Source: SPSS Output, 2026.

Based on the multicollinearity test results presented in Table 5, all independent variables exhibit Tolerance values greater than 0.10 and VIF values below 10. Therefore, it can be concluded that no multicollinearity exists among the independent variables in the regression model.

4. Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser method by regressing the absolute residual values on the independent variables. The regression model is considered free from heteroscedasticity if the significance value of each independent variable exceeds 0.05.

Table 6. Heteroscedasticity Test (Glejser)

Variable	Sig.	Result
Electronic Word-of-Mouth (X1)	0.169	Homoscedastic
Product Quality (X2)	0.068	Homoscedastic
Facilities (X3)	0.078	Homoscedastic

Source: SPSS Output, 2026.

The results in Table 6 show that the significance values for Electronic Word-of-Mouth, Product Quality, and Facilities are all greater than 0.05, indicating that the regression model is free from heteroscedasticity.

5. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the relationship between the independent variables and the dependent variable, as well as to determine the magnitude of the effects of Electronic Word-of-Mouth (X1), Product Quality (X2), and Facilities (X3) on consumers' Purchase Decision (Y) at Handayani Coffee and Roastery Madiun.

Table 7. Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.188	1.064	-	1.117	0.265
Electronic Word-of-Mouth (X1)	0.336	0.028	0.348	12.152	0.000
Product Quality (X2)	0.461	0.022	0.606	21.112	0.000
Facilities (X3)	0.407	0.029	0.408	14.215	0.000

Source: SPSS Output, 2026.

The regression analysis produced a constant value of 1.188, with regression coefficients of 0.336 for Electronic Word-of-Mouth, 0.461 for Product Quality, and 0.407 for Facilities. Accordingly, the multiple linear regression equation is expressed as follows:

$$Y = 1.188 + 0.336X_1 + 0.461X_2 + 0.407X_3 + e$$

The positive coefficients indicate that Electronic Word-of-Mouth, Product Quality, and Facilities are all positively associated with Purchase Decision. Among the independent variables, Product Quality has the largest standardized coefficient (Beta = 0.606), indicating that it exerts the strongest influence on Purchase Decision, followed by Facilities (Beta = 0.408) and Electronic Word-of-Mouth (Beta = 0.348).

6. Coefficient of Determination (R²) Test

The coefficient of determination (R²) was used to measure the proportion of variance in the dependent variable explained by the independent variables.

Table 8. Coefficient of Determination (R²) Test

R	R Square	Adjusted R Square	Std. Error of Estimate
0.830	0.689	0.686	3.44478

Source: SPSS Output, 2026.

The coefficient of determination results indicate that the regression model has an R Square value of 0.689, implying that Electronic Word-of-Mouth, Product Quality, and Facilities collectively explain 68.9% of the variance in Purchase Decision. The Adjusted R Square value of 0.686 indicates that, after adjusting for the number of independent variables and sample size, the model explains 68.6% of the variation in Purchase Decision, while the remaining 31.4% is explained by other factors outside this model, such as price, promotion, brand image, and location. Furthermore, the correlation coefficient ($R = 0.830$) suggests a very strong relationship between the independent variables and Purchase Decision.

7. Partial t-Test

The partial t-test was conducted to examine the individual effects of each independent variable on the dependent variable. A variable is considered to have a significant effect if the significance value (Sig.) is less than 0.05 or if the calculated t-value exceeds the critical t-value. With $df = n - k - 1 = 381$ and $\alpha = 0.05$, the t-table value is 1.966. The hypotheses tested in this study are as follows: H_0 : Electronic Word-of-Mouth, Product Quality, and Facilities have no significant effect on Purchase Decision. H_1 : Electronic Word-of-Mouth has a significant effect on Purchase Decision. H_2 : Product Quality has a significant effect on Purchase Decision. H_3 : Facilities have a significant effect on Purchase Decision.

The results of the partial t-test, obtained from the same Coefficients output as Table 6, indicate that Electronic Word-of-Mouth, Product Quality, and Facilities each have a t-count value greater than the t-table value of 1.966 (12.152, 21.112, and 14.215, respectively) with a significance value of 0.000 (< 0.05). Therefore, H_1 , H_2 , and H_3 are all accepted, indicating that Electronic Word-of-Mouth, Product Quality, and Facilities each have a significant positive effect on Purchase Decision.

8. Simultaneous F-Test

The F-test was conducted to determine whether all independent variables collectively (simultaneously) have a significant effect on the dependent variable. With $df_1 = 3$ and $df_2 = 381$ at $\alpha = 0.05$, the F-table value is 2.63.

Table 9. Simultaneous F-Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9997.621	3	3332.540	280.836	0.000
Residual	4521.143	381	11.867		
Total	14518.764	384			

Source: SPSS Output, 2026.

Based on Table 8, the F-count value is 280.836, which is greater than the F-table value of 2.63, with a significance value of 0.000 (< 0.05). Therefore, H_4 is accepted, indicating that Electronic Word-of-Mouth, Product Quality, and Facilities simultaneously have a positive and significant effect on Purchase Decision, and the regression model is declared fit for use.

9. Discussion

a. The Effect of Electronic Word-of-Mouth on Purchase Decision

The first hypothesis (H_1) is proven, showing that Electronic Word-of-Mouth has a positive and significant effect on Purchase Decision, as indicated by a t-count of 12.152 ($> t$ -table 1.966) and Sig. = 0.000 (< 0.05). This finding indicates that reviews, ratings, and consumer experience posts about Handayani Coffee and Roastery Madiun on social media and online review platforms play an important role in shaping prospective consumers' confidence before making a purchase. This result is consistent with Fasyah et al. (2024), who found that E-WOM has a positive and significant effect on consumers' purchase decisions at a coffee shop, and with Erdawati et al. (2023), who found similar results. This finding also confirms Addinna (2023), who asserted that electronic word-of-mouth is an effective and low-cost marketing communication tool for reaching and expanding a customer base.

b. The Effect of Product Quality on Purchase Decision

The second hypothesis (H_2) is proven, showing that Product Quality has a positive and significant effect on Purchase Decision, as indicated by a t-count of 21.112 ($> t$ -table 1.966) and Sig. = 0.000 (< 0.05). With a standardized Beta coefficient of 0.606, the largest among the three independent variables, Product Quality is proven to be the most dominant factor influencing Purchase Decision, mainly through the consistency of taste and visual presentation of the coffee shop's signature products, Brekkie and Shortcut. This finding is in line with Montolalu et al. (2021) and Irawan (2021), who found that product quality has a positive and significant effect on purchase decisions, as well as with Pramurdjito et al. (2023) and Syahfitri et al. (2026), who emphasized that consistency of taste, menu variation, and presentation play

an important role in strengthening consumer satisfaction, loyalty, and competitiveness in the coffee shop industry.

c. The Effect of Facilities on Purchase Decision

The third hypothesis (H3) is proven, showing that Facilities have a positive and significant effect on Purchase Decision, as indicated by a t-count of 14.215 ($> t\text{-table } 1.966$) and Sig. = 0.000 (< 0.05). This finding is notable considering that Handayani Coffee and Roastery Madiun has several physical facility limitations, such as the absence of Wi-Fi and air conditioning and limited parking space. Nevertheless, this result indicates that the comfort of the atmosphere and the cleanliness that are maintained can still encourage consumers' purchase decisions, even though the physical facilities are not as complete as those of its competitors. This finding is consistent with Puluhalawa et al. (2025), who found that facilities have a positive and significant effect on customer loyalty, with Valentine et al. (2023), who included facilities as one of the factors forming purchase decisions, and with Lusinto & Prasetya (2026), who found that facility quality has a positive and significant effect on consumers' purchase intention at coffee shops. Furthermore, Isalman & Robby (2022) demonstrated that a comfortable exterior and interior design has a positive and significant effect on consumers' purchase decisions, suggesting that a gradual expansion of Handayani Coffee's facilities could further strengthen its competitiveness.

d. The Simultaneous Effect of Electronic Word-of-Mouth, Product Quality, and Facilities on Purchase Decision

The fourth hypothesis (H4) is proven, showing that Electronic Word-of-Mouth, Product Quality, and Facilities simultaneously have a positive and significant effect on Purchase Decision, as indicated by an F-count of 280.836 ($> F\text{-table } 2.63$) with Sig. = 0.000 (< 0.05). The Adjusted R Square value of 0.686 indicates that the three independent variables are able to explain 68.6% of the variation in Purchase Decision, while the remaining 31.4% is explained by other factors outside this research model, such as price, promotion, brand image, and location. This finding is consistent with Setianingsih (2022), who found that promotion, E-WOM, and brand image simultaneously have a significant effect on purchase decisions, and with Alfatoni & Cempena (2026), who found that price perception, electronic word of mouth, and product quality simultaneously have a significant effect on purchase decisions with a comparatively high explanatory power. Overall, these findings answer the phenomenon raised

in the introduction—namely, why Handayani Coffee and Roastery Madiun remains crowded with visitors despite its facility limitations—by showing that consumers' purchase decisions are driven primarily by the strength of electronic word-of-mouth and superior product quality, while the available facilities, though limited, still provide a positive contribution.

D. CONCLUSIONS

Based on the findings of this study examining the effects of Electronic Word-of-Mouth, Product Quality, and Facilities on consumers' Purchase Decisions at Handayani Coffee and Roastery Madiun, several conclusions can be drawn. First, Electronic Word-of-Mouth has a positive and significant effect on Purchase Decision, indicating that intensive, positive, credible, and complete reviews circulating on social media and online review platforms encourage consumers to make a purchase. Second, Product Quality has a positive and significant effect and is identified as the most dominant factor influencing consumers' purchase decisions, primarily through the consistency of taste and presentation of the coffee shop's signature products. Third, Facilities have a positive and significant effect on Purchase Decision, proving that even with limited physical facilities, the comfort and cleanliness that are maintained can still encourage consumers to make a purchase. Furthermore, the simultaneous analysis demonstrates that Electronic Word-of-Mouth, Product Quality, and Facilities collectively have a significant effect on Purchase Decision, explaining 68.6% of its variation. This study is subject to several limitations, including its geographical focus on consumers of a single local coffee shop in Madiun and the inclusion of only three internal marketing variables, which may limit the generalizability of the findings.

E. SUGGESTIONS

Based on the findings of this study, several recommendations are proposed. For Handayani Coffee and Roastery Madiun, it is recommended to actively encourage positive reviews from existing customers, for example by appreciating consumers who post reviews on Google Maps, Instagram, or TikTok, regularly monitoring and responding to circulating reviews, and maintaining the credibility and completeness of information provided to

prospective consumers, since Electronic Word-of-Mouth is an effective and low-cost marketing instrument. In addition, the company is advised to continuously maintain the consistency of taste, ingredient quality, and presentation of its signature products, given that Product Quality is the most dominant factor influencing Purchase Decision. The company should also consider a gradual expansion of its facilities, such as providing Wi-Fi and additional seating areas, to further strengthen its competitive advantage without compromising the comfortable atmosphere that consumers currently value. For future researchers, it is recommended to incorporate additional variables that may influence Purchase Decision, such as Price, Promotion, Brand Image, and Location, and to expand the geographical scope and sample size of the study to improve the generalizability and external validity of the research findings.

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