

DOI: <https://doi.org/10.38035/dijemss.v5i6>

Received: 24 June 2024, Revised: 8 August 2024, Publish: 9 August 2024

<https://creativecommons.org/licenses/by/4.0/>

## The Influence of Product Quality, Event Marketing, and Word-of-Mouth On Repurchase Intention Mediated by Purchase Decision

**Timothy Jason Lianto<sup>1</sup>, Eric Harianto<sup>2</sup>**<sup>1</sup> Ciputra University, Surabaya, Indonesia, [timothyjason68@gmail.com](mailto:timothyjason68@gmail.com)<sup>2</sup> Ciputra University, Surabaya, Indonesia, [eric.harianto@ciputra.ac.id](mailto:eric.harianto@ciputra.ac.id)\*Corresponding Author: [timothyjason68@gmail.com](mailto:timothyjason68@gmail.com)

**Abstract:** The era of digitalization has brought significant changes to market dynamics, with consumers shifting towards edible consumer goods, especially healthier foods. In Indonesia, the FMCG (Fast Moving Consumer Goods) industry is experiencing rapid growth, driven by increasing consumer purchasing power, a large and diverse population, low product penetration, and rising health awareness. Cashew nuts have become one of the promising FMCG products due to their diverse nutritional value and benefits. Renjana Cashew was established as part of an entrepreneurship program at Ciputra University since 2021. Renjana products are roasted protein cashew nut snacks from Surabaya, featuring large-sized nuts, a crunchy texture, and unique flavors, making them suitable for everyday activities. This study aims to determine the effect of product quality, event marketing, and word of mouth on repurchase intention mediated by purchase decision. The research method used is quantitative descriptive confirmatory, with probability sampling technique using a simple random sampling approach. The sample size of this study is 318 respondents, who are customers of Renjana Cashew and have previously purchased the products. Data collection techniques involve using questionnaires and analysis with PLS-SEM. The results of the study indicate that product quality, event marketing, and word of mouth have a positive and significant effect on repurchase intention through purchase decision.

**Keyword:** Product Quality, Event Marketing, Word of Mouth, Purchase Decision, Repurchase Intention.

## INTRODUCTION

The digitalization era has brought about significant changes to the economy, especially in market dynamics. Consumers now prioritize spending on daily necessities rather than tertiary goods, such as clothing and electronics (Mehta et al., 2020; Buck et al., 2020). This has led to an increase in demand for packaged food products, particularly healthy foods. In Indonesia, the consumer goods industry is growing rapidly, making a significant contribution

to the national economy with a projected value of USD 1.2 trillion in 2020 and is expected to grow at a CAGR of 7.6% from 2021 to 2025 (DR. R. Tjandra, 2023).

Driven by rising incomes, urbanization, and digitalization, Indonesians are increasingly prioritizing health in their consumption choices. Products such as personal care and packaged food still have room for expansion and innovation. This phenomenon is evident from the increase in consumer spending on FMCG products since 2018, with food being the segment that experienced the highest increase in Q3 2020 (R. Tjandra, 2022).

In this context, cashew nut businesses in Indonesia, such as Renjana Cashew, have emerged as an effort to utilize the great potential of local products. Renjana Cashew, founded in 2021 as part of the Entrepreneurship Program at Ciputra University, offers high-protein roasted cashews in various flavors. These products are sourced from local cashew nut farmers in Wonogiri and Makassar, with the aim of supporting farmers and producing high-quality products that are attractive to the international market (Rahman et al., 2021).



Source: Renjana, 2023

**Figure 1. Renjana Cashew Product**

The brand "Renjana" is more than just a word; it is an echo of a soul burning with deep love, burning passion, and meaningful affection. Like an unbridled longing, it symbolizes a strong emotional bond, like two souls bound together. "Renjana" is a heartwarming and soul-stirring experience, leading one on a journey to discover the true meaning of love and passion (Rahman et al., 2021). The definition of "Renjana" reflects the spirit of our local farmers in carefully cultivating cashew nuts to be loved and attract the international market. Renjana products come in five flavors: Garlic, Corn, Honey Butter, Chili, and Parmesan Cheese, packaged in premium gold-lid jars that give the product a luxurious look. One jar has a net weight of 300 grams of product with a price of Rp. 135,000.00 per jar.



Source: Renjana, 2024

**Figure 2. Sales Chart of Renjana Cashew Products in 2023**

Renjana Cashew experienced fluctuating sales throughout 2023, influenced by marketing activities and seasonality. The primary marketing strategies employed were event marketing and word-of-mouth, which proved effective in boosting brand awareness and sales (Kotler Phillip, 2020; Gerritsen & Olderen, 2020; Cuong, 2022).



Source: Renjana, 2024

**Figure 3. Renjana Cashew Event Marketing (a) Surabaya Great Expo 2023;  
(b) Teras Indonesia Ikea 2023**

This study aims to examine the influence of product quality, event marketing, and word-of-mouth on repurchase intention mediated by purchase decision. The research is expected to provide valuable insights into consumer behavior and effective strategies for increasing sales of FMCG products.

## METHOD

This research approach employs Quantitative Descriptive Confirmatory as a quantitative approach that involves describing phenomena or data using numerical data analysis techniques and confirming existing hypotheses or theories. This method involves the use of statistical methods to analyze and summarize data to describe relationships, trends, or patterns, as well as to confirm findings based on previously established hypotheses or theories. This approach combines elements of descriptive statistics (to summarize and describe data) with confirmatory analysis (to test hypotheses or confirm theories) (Sardana et al., 2023).

Respondents were asked to assess the factors influencing their purchase decision for Renjana Cashew products using a Likert Scale. The collected data will be analyzed using multiple linear regression analysis using the PLS-SEM 27.0 program, which is a commonly used tool for statistical data analysis. The research was conducted from January 2023 to May 2024. The population in this study consists of 1,560 Renjana Cashew consumers from the period January 2023 to May 2024. Based on Slovin's formula, the sample size for this study is 318 Renjana Cashew consumers (Casteel & Bridier, 2021).

The data collection method used was an online questionnaire distributed through Google Form to Renjana Cashew consumers who had made at least one product purchase. The type of data used in this study is primary data obtained directly from respondents through a Google Form questionnaire.

Operational definitions allow each variable to be tailored to the conditions of the research object, so that indicators can be adjusted. Product quality includes performance, reliability, durability, features, suitability, ease of service, aesthetics, and perceived quality. Event marketing is a form of experiential marketing that uses direct experiences to connect with consumers, promote products or services, and leave a lasting impression. Word of mouth is the spread of information through informal conversations and personal referrals that influences consumer perceptions and decisions. Purchase decision is the process by which consumers choose and purchase products or services based on their preferences, needs, and evaluation of available options. Repurchase intention is the consumer's intention to purchase a product or service again based on satisfaction with a previous purchase.

Cronin (2023) states that the Outer Model or Measurement Model evaluates the validity and reliability of research variables. In this aspect of the Outer Model, convergent validity is tested through loading factor and average variance extracted (AVE), and discriminant validity

is tested through cross loading factor. Reliability is evaluated using Cronbach's alpha and composite reliability.

This study also uses the hypothesis testing research method. Rubin & Donkin (2022) state that the T-test is used to assess the influence between one variable and another.

## **RESULTS AND DISCUSSION**

This study is quantitative in nature, employing a closed-ended questionnaire with a Likert scale ranging from one to five to collect data from 318 respondents who are Renjana Cashew customers. The data was analyzed using the PLS-SEM software. The purpose of this study is to investigate the influence of Product Quality, Event Marketing, and Word-of-Mouth on Repurchase Intention with Purchase Decision as a mediator in the context of Renjana Cashew. The exogenous variables include Product Quality, Event Marketing, and Word-of-Mouth, while the endogenous variables include Purchase Decision and Repurchase Intention.

The majority of respondents (318 individuals) in this study exhibited a diverse range of characteristics. The largest age group was 21-30 years old, accounting for 26.7% or 85 individuals. Respondents were evenly divided between males and females, each representing 50% of the total. The majority of respondents, 33% or 103 individuals, held a Bachelor's degree as their highest level of education. A total of 39.6% of respondents (126 individuals) were unmarried. The largest occupational group was Students, comprising 19% or 61 individuals of the total respondents. Geographically, 94% of respondents (296 individuals) were from Surabaya.

### **Outer Model Construct**

Partial Least Squares Structural Equation Modeling (PLS-SEM) was chosen for this study due to the complexity of the structural model, which involves multiple constructs and indicators. PLS-SEM facilitates the comprehensive and simultaneous analysis of relationships. This method is useful for both confirming theories and explaining the presence or absence of relationships between latent variables.

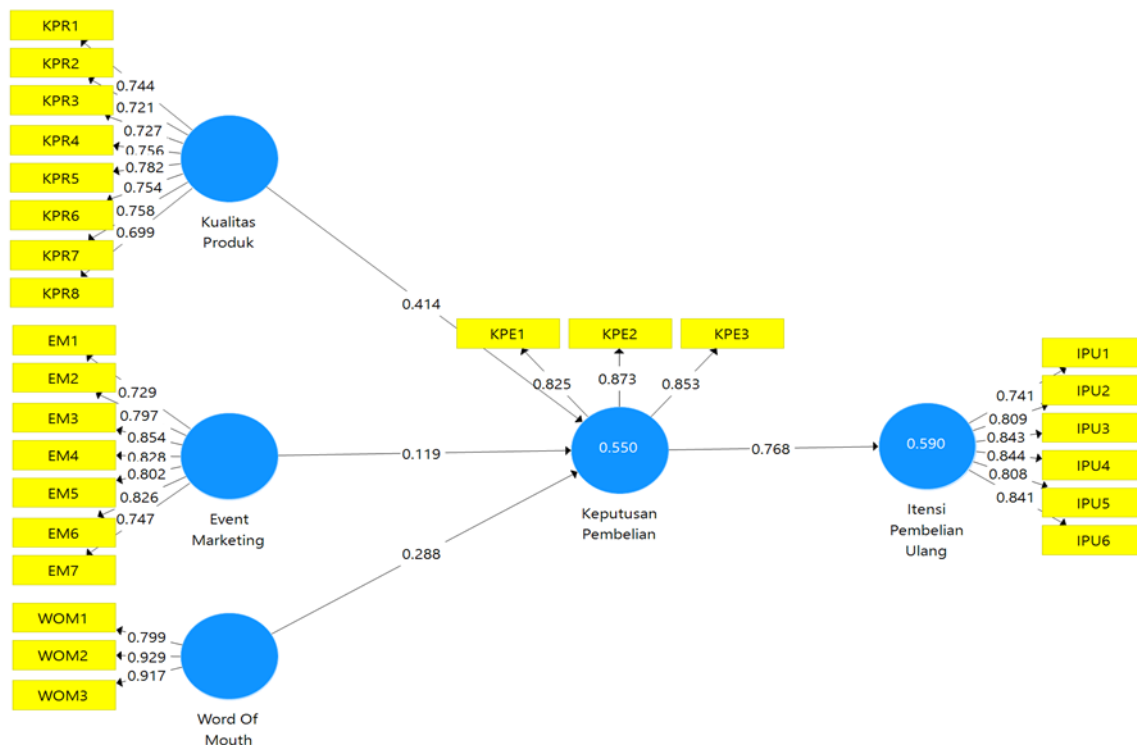
### **Convergent Validity Test**

The convergent validity analysis in this study yielded positive results. All indicators in the five constructs (Product Quality, Event Marketing, Word-of-Mouth, Purchase Decision, and Repurchase Intention) had loading factor values above 0.5, with the majority even reaching above 0.7 and 0.8.

The Average Variance Extracted (AVE) analysis in this study also showed very positive results. The AVE values for all five constructs (Product Quality, Event Marketing, Word-of-Mouth, Purchase Decision, and Repurchase Intention) were above 0.5, with the majority even reaching above 0.6 and 0.7. This indicates that the internal convergence of each construct is very strong.

### **Discriminant Validity Test**

The highest cross-loading values were found for the Word-of-Mouth and Repurchase Intention indicators. All data in this study is valid because the cross-loading values are higher than 0.7. This proves that the indicators used in this study have good capacity to assess the research variables.



Source: Processed Data, 2024

**Figure 4. Hypothesis Test Result**

### R-Square Test

The R-Square value for Purchase Decision is 0.550, indicating that 55% of the variation in purchase decisions can be explained by factors such as price, service quality, customer trust, and customer satisfaction. The slightly lower Adjusted R-Square value, 0.546, still shows similar results after considering degrees of freedom. Similar findings were found for the Repurchase Intention variable, where the R-Square value reached 0.590, indicating that almost 59% of the variation in repurchase intention can be explained by the research model. The Adjusted R-Square value of 0.589 also reinforces this result.

### F-Square Test

The highest F-Square value is 1.440, occurring in the relationship between Purchase Decision and Repurchase Intention. This indicates that Purchase Decision has a significant influence on repurchase intention (Repurchase Intention). The higher the level of purchase decision, the higher the level of repurchase intention.

On the other hand, the lowest F-Square value is 0.017, occurring in the relationship between Event Marketing and Purchase Decision. This value indicates that Event Marketing has a small influence on purchase decision. Event-based marketing strategies do not have a significant impact on purchase decisions in this study.

### Q-Square Test

Q-Square value for Purchase Decision is 0.390, indicating that the model has good predictive ability for purchase decisions. This means that the model can accurately predict the likelihood of someone making a purchase based on the independent variables in the model. The Q-Square value for Repurchase Intention is 0.386, indicating that the model has good predictive ability for repurchase intention. This means that the model can accurately predict the likelihood of someone repurchasing a product or service in the future based on the independent variables in the model.



## Hypothesis Test

**Table 1. Path Coefficient Values**

Variabel	Original Sample (O)	T-Statistics	P-Values
Kualitas Produk → Purchase Decision	0.414	7.345	0.000
Event Marketing → Purchase Decision	0.119	2.790	0.005
Word of Mouth → Purchase Decision	0.288	5.434	0.000
Purchase Decision → Repurchase Intention	0.768	36.134	0.000

Source: Processed Data, 2024

The analysis of Table 1 shows that factors such as Product Quality, Event Marketing, and Word-of-Mouth have a significant influence on purchase decision (Purchase Decision). Product Quality, Event Marketing, and WOM individually show a significant positive effect on the likelihood of someone purchasing a product. In addition, the purchase decision itself has a very strong impact on repurchase intention (Repurchase Intention), indicating that the initial purchase decision contributes significantly to consumers' tendency to repurchase a product or service in the future.

## Mediation Hypothesis Test

**Table 2. Path Coefficient Values**

Variabel	Original Sample (O)	T-Statistics	P-Values
Kualitas Produk → Purchase Decision → Repurchase Intention	0.318	7.042	0.000
Event Marketing → Purchase Decision → Repurchase Intention	0.091	2.805	0.005
Word of Mouth → Purchase Decision → Repurchase Intention	0.221	5.256	0.000

Source: Processed Data, 2024

The analysis of Table 2 confirms that Product Quality, Event Marketing, and Word-of-Mouth have a significant and positive mediation effect on Repurchase Intention through Purchase Decision. Product Quality, Event Marketing, and Word-of-Mouth do not only have a direct effect on Repurchase Intention, but also indirectly through Purchase Decision. This finding indicates that Purchase Decision plays an important role as a mediator in the relationship between the variables Product Quality, Event Marketing, and Word-of-Mouth and Repurchase Intention.

## Discussion

### The Influence of Product Quality to Purchase Decision

The study confirms that product quality significantly impacts consumer purchasing decisions, as consumers tend to choose products perceived to be of higher quality. Statistical evidence indicates that Renjana Cashew's product quality has a significant and positive influence on purchase decisions, supported by a T-Statistic of 7.345 and a P-Value of 0.000. This finding is further strengthened by data showing that flavor consistency is a highly appreciated aspect among consumers, with a Mean of 4.349 and a Std. Deviation of 0.847. The research findings align with previous studies highlighting the crucial role of product quality in consumer purchasing decisions (Shabrina & Budiarmo, 2020).

### The Influence of Event Marketing to Purchase Decision

Event marketing is an effective marketing strategy to enhance consumer purchasing decisions, focusing on increasing brand awareness and attracting new customers (Kok et al., 2021). This study demonstrates that Renjana Cashew's event marketing has a significant

positive influence on purchase decisions, with a T-Statistic of 2.790 and a P-Value of 0.005. Consumers are more likely to choose Renjana Cashew products after experiencing positive event marketing experiences, reinforcing the findings that event marketing plays a crucial role in influencing purchasing decisions (Kok et al., 2021).

### **The Influence of WOM to Purchase Decision**

Word-of-mouth (WOM) is an effective marketing communication where consumers recommend products to others. This study shows that WOM has a significantly positive influence on Renjana Cashew's consumer purchasing decisions (Sari et al., 2021). Data indicates that the more recommendations, the higher the likelihood of consumers choosing Renjana Cashew products. This finding is strengthened by the perception that Renjana products have a good taste, often recommended by consumers. The study aligns with previous findings emphasizing the importance of WOM in influencing purchasing decisions.

### **The Influence of Purchase Decision to Repurchase Intention**

Repurchase intention is the tendency of consumers to buy the same product again in the future. This study shows that Renjana Cashew's consumer purchase decision has a significant and positive influence on repurchase intention (Ginting et al., 2022). Analysis results indicate that the higher the purchase decision for Renjana Cashew products, the higher the likelihood of consumers repurchasing them in the future. Additional data confirms that consumers who choose Renjana products and feel the products are worth it have a higher tendency to repurchase. This finding is consistent with previous studies highlighting the importance of purchase decisions in influencing consumer repurchase intention.

### **The Influence of Product Quality on Repurchase Intention through Purchase Decision**

This study highlights that product quality has a significant and positive influence on Renjana Cashew's consumer purchase decision (Sari et al., 2021). This finding indicates that the higher the quality of Renjana Cashew products, the more likely consumers are to purchase them. While this study does not directly analyze the relationship between purchase decision and repurchase intention, previous research suggests that purchase decision is a crucial factor influencing consumer intention to repurchase a product in the future. Additional data indicates that flavor consistency is an important aspect of Renjana Cashew's product quality that consumers appreciate.

### **The Influence of Event Marketing on Repurchase Intention through Purchase Decision**

This study highlights that Renjana Cashew's event marketing has a significant and positive influence on consumer purchase decisions, showing that consumers who have positive experiences during event marketing are more likely to purchase Renjana Cashew products (Kok et al., 2021). Moreover, the findings indicate that purchase decision is a major factor influencing consumer repurchase intention, where consumers who have positive experiences with the product are more willing to repurchase it in the future. Data from the statement "I bought Renjana products because of my good experience during the Renjana sales process at the Renjana marketing event," with a Mean of 3.437 and a Std. Deviation of 1.147, reinforces that positive experiences in Renjana Cashew's event marketing are an important factor in influencing consumer purchasing decisions.

### **The Influence of Word-of-Mouth on Repurchase Intention through Purchase Decision**

The study found that Word-of-Mouth (WoM) significantly influences Renjana Cashew's Purchase Decision, with a T-Statistic = 5.256 and a P-Value < 0.001. This suggests that positive recommendations from other consumers can increase the likelihood of product

purchase. Additionally, Purchase Decision also significantly influences Repurchase Intention, with a T-Statistic = 36.134 and a P-Value < 0.001. This reinforces that positive purchasing decisions can strongly influence consumer intention to repurchase the product in the future. The statement "I state that Renjana products have a good taste," with a Mean of 4.107 and a Std. Deviation of 0.840, indicates that positive perceptions of the product's flavor quality are also an important factor influencing purchasing decisions.

## CONCLUSION

In this study, all hypotheses were accepted and demonstrated a positive and significant relationship. The most significant variable in directly influencing repurchase intention was Purchase Decision, with the highest T-Statistics value. Additionally, Product Quality also has the highest T-Statistics value in influencing Purchase Decision, which directly affected repurchase intention.

In terms of direct impact, Purchase Decision has the strongest influence on repurchase intention. Both of these points are important, but in the context of direct impact, Purchase Decision is more relevant as it shows a direct link between the current purchase decision and consumers' willingness to repurchase the product in the future.

## REFERENCE

- Aji, N. S., Djawahir, A. H., & Rofiq, A. (2019). THE INFLUENCE OF PRODUCTS AND PROMOTIONS ON PURCHASING DECISIONS MEDIATED IN PURCHASE MOTIVATION. *JURNAL APLIKASI MANAJEMEN*, 17(1), 152–161. <https://doi.org/10.21776/ub.jam.2019.017.01.17>
- Ajzen, I. (1991). Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*. The theory of planned behavior. In *Organizational Behavior and Human Decision Processes* (Vol. 50, Issue 2).
- Anckar, C. (2022). The Research Population. In *Presidents, Monarchs, and Prime Ministers*. [https://doi.org/10.1007/978-3-031-03960-7\\_3](https://doi.org/10.1007/978-3-031-03960-7_3)
- Baniecki, H., Parzych, D., & Biecek, P. (2023). The grammar of interactive explanatory model analysis. *Data Mining and Knowledge Discovery*. <https://doi.org/10.1007/s10618-023-00924-w>
- Barton, N., Caicedo, A. E., Fuchs, G., Hamkins, J. D., Reitz, J., & Schindler, R. (2020). Inner-Model Reflection Principles. *Studia Logica*, 108(3). <https://doi.org/10.1007/s11225-019-09860-7>
- Buck, R., Francis, T., Little, E., Moulton, J., & Phillips, S. (2020). *Consumer Packaged Goods Practice*.
- Bujang, M. A., Omar, E. D., & Baharum, N. A. (2018). A review on sample size determination for cronbach's alpha test: A simple guide for researchers. *Malaysian Journal of Medical Sciences*, 25(6). <https://doi.org/10.21315/mjms2018.25.6.9>
- Casteel, A., & Bridier, N. L. (2021). Describing populations and samples in doctoral student research. *International Journal of Doctoral Studies*, 16. <https://doi.org/10.28945/4766>
- Chong, D. (2022). Effect of Advertising, Buyer Reviews and Product Quality on Purchase Decisions. *Dinasti International Journal of Economics, Finance & Accounting*, 2(6). <https://doi.org/10.38035/dijefa.v2i6.1451>
- Cronin, T. W. (2023). An Analytic Model for Tropical Cyclone Outer Winds. *Geophysical Research Letters*, 50(11). <https://doi.org/10.1029/2023gl103942>
- Cuong, D. T. (2022). The Relationship Between Product Quality, Brand Image, Purchase Decision, and Repurchase Intention. *Proceedings of International Conference on Emerging Technologies and Intelligent Systems*, 299.
- Daniel, M., Bogdan, G., & Daniel, Z. (2012). The Use of Event Marketing Management



- Strategies. *Procedia - Social and Behavioral Sciences*, 46. <https://doi.org/10.1016/j.sbspro.2012.06.448>
- Datta, K. (2022). Questionnaires. In *Making Sense of Sleep Medicine: A Hands-On Guide*. <https://doi.org/10.1201/9781003093381-19>
- De Lanerolle, G., Phiri, P., & Haroon, A. (2023). Primary and secondary care research. In *Clinical Trials and Tribulations*. <https://doi.org/10.1016/b978-0-12-821787-0.00003-9>
- Ditta, A., Tabish, A. N., Farhat, I., Razzaq, L., Fouad, Y., Miran, S., Mujtaba, M. A., & Kalam, M. A. (2023). The Optimization of Operational Variables of Electrochemical Water Disinfection Using Response Surface Methodology. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054390>
- England, A. (2022). Quantitative and qualitative research methods. In *Research for Medical Imaging and Radiation Sciences*. [https://doi.org/10.1007/978-3-030-79956-4\\_5](https://doi.org/10.1007/978-3-030-79956-4_5)
- Frost, J. (2023). Cronbach's Alpha: Definition, Calculations & Examples. *Jim Frost*.
- Gerritsen, D., & Olderen, R. van. (2020). *Introduction: Using Events as a Strategic Marketing Tool 2nd Edition* (2nd ed.). CABI.
- Ginting, Y. M., Moses, A., Sinaga, R., & Nainggolan, R. D. (2022). Analysis the Influence of Digital Marketing, Product Differentiation, Customer Value, Service Quality to Purchase Decision and Repurchase Intention of Millenial. *Journal of Management & Business*, 4(3).
- Giovandhi, L., & Adlina, H. (2023). The Effect of Product Quality and Brand Love on Repurchase Intention on Apple Brand (Study on Generation Z Students Using Apple Products at the University of North Sumatra). *Journal of Economics and Business (JECOMBI)*, 3(02). <https://doi.org/10.58471/jecombi.v3i02.46>
- Guenther, P., Guenther, M., Ringle, C. M., Zaefarian, G., & Cartwright, S. (2023). Improving PLS-SEM use for business marketing research. *Industrial Marketing Management*, 111. <https://doi.org/10.1016/j.indmarman.2023.03.010>
- Guerra-Tamez, C. R., Dávila-Aguirre, M. C., Barragán Codina, J. N., & Guerra Rodríguez, P. (2021). Analysis of the Elements of the Theory of Flow and Perceived Value and Their Influence in Craft Beer Consumer Loyalty. *Journal of International Food and Agribusiness Marketing*, 33(5). <https://doi.org/10.1080/08974438.2020.1823929>
- Han, S., Song, D., Xu, L., Ye, Y., Yan, S., Shi, F., Zhang, Y., Liu, X., & Du, H. (2022). Behaviour in public open spaces: A systematic review of studies with quantitative research methods. In *Building and Environment* (Vol. 223). <https://doi.org/10.1016/j.buildenv.2022.109444>
- Isnania, M., Wasnury, R., & Marhadi, M. (2022). The Effect of Product Quality and Price with The Halal Label as a Moderating Variable on Purchasing Decisions Zoya Halal Cosmetics in Pekanbaru City. *INTERNATIONAL JOURNAL OF ECONOMICS, BUSINESS AND APPLICATIONS*, 7(2). <https://doi.org/10.31258/ijeba.7.2.53-74>
- Jasin, M., & Firmansyah, A. (2023). The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products. *Uncertain Supply Chain Management*, 11(1). <https://doi.org/10.5267/j.uscm.2022.9.004>
- Kevin, L., & Tjokrosaputro, M. (2021). Pengaruh Perceived Price Dan Country Of Origin Terhadap Repurchase Intention Merek Minuman Xing Fu Tang Di Jakarta: Word Of Mouth Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 3(1). <https://doi.org/10.24912/jmk.v3i1.11287>
- Khan, M. T., Idrees, M. D., Rauf, M., Sami, A., Ansari, A., & Jamil, A. (2022). Green Supply Chain Management Practices' Impact on Operational Performance with the Mediation of Technological Innovation. *Sustainability (Switzerland)*, 14(6). <https://doi.org/10.3390/su14063362>
- Kok, W., Ariesa, Y., Pratama, V., Kosasih, S., & Fernand Alianza, V. (2021). The Role of

- Brand Ambassador, Event Marketing and Digital Marketing on Purchase Decisions User Shopee. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3).
- Kotler Phillip. (2020). Manajemen pemasaran : Jil. 1 / Philip Kotler, Kevin Lane Keller ; Alih Bahasa Bob Sabran. *Jurnal Manajemen Dan Entrepreneurship*, 6(3).
- Lamoureux, E., Ishikawa, T., Yeates, K. O., Brooks, B. L., Beauchamp, M. H., Craig, W., Gravel, J., Zemek, R., & Doan, Q. (2023). Convergent Validity of Myheartsmat: A Pediatric Psychosocial Health Screening Tool. *Child Psychiatry and Human Development*, 54(1). <https://doi.org/10.1007/s10578-021-01221-7>
- Li, Y., Wen, Z., Hau, K. T., Yuan, K. H., & Peng, Y. (2020). Effects of Cross-loadings on Determining the Number of Factors to Retain. *Structural Equation Modeling*, 27(6). <https://doi.org/10.1080/10705511.2020.1745075>
- Liu, X., Zhang, Z., & Wang, L. (2023). Bayesian hypothesis testing of mediation: Methods and the impact of prior odds specifications. *Behavior Research Methods*, 55(3). <https://doi.org/10.3758/s13428-022-01860-1>
- Luh, N., Nilam, Y., Dewi, P., Pasek, G. W., Tinggi, S., & Ekonomi'satya'dharma Singaraja, I. (2022). EFFECT OF EVENT MARKETING, HOUSING CONCEPT AND LOCATION ON HOME PURCHASE DECISIONS IN PT. BHUMI INTI PROPERTINDO SINGARAJA. *COSTING: Journal of Economics, Business and Accounting*, 6(1).
- Mamta, & Kumar, V. (2023). A systematic review of library service quality studies: Models, dimensions, research populations and methods. *Journal of Librarianship and Information Science*. <https://doi.org/10.1177/09610006221148190>
- Manstein, S. M., Shiah, E., & Laikhter, E. (2023). Surveys and questionnaires. In *Handbook for Designing and Conducting Clinical and Translational Surgery*. <https://doi.org/10.1016/B978-0-323-90300-4.00092-6>
- Marahastuti, K., & Rizky, A. P. K. (2023). Effect of Word of Mouth on Purchase Decision. *Bulletin of Innovation in ...*, 1(1).
- Martha, L. P., Primadewi, A., Priwirjanto, E. S., Fatmawati, E., Nahdiana, Yustina, I., Mastiyah, I., & Hidayati, L. L. A. (2023). The effects of digital marketing, word of mouth, and service quality on the purchase decisions: An empirical study of food SMEs products. *International Journal of Data and Network Science*, 7(3). <https://doi.org/10.5267/j.ijdns.2023.5.012>
- McLeod, S. (2023). Qualitative Vs Quantitative Research Methods & Data Analysis. *Psychology » Research Methodology*.
- Mehta, S., Saxena, T., & Purohit, N. (2020). The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient? *Journal of Health Management*, 22(2), 291–301. <https://doi.org/10.1177/0972063420940834>
- Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). PLS-SEM STATISTICAL PROGRAMS: A REVIEW. *Journal of Applied Structural Equation Modeling*, 5(1). [https://doi.org/10.47263/JASEM.5\(1\)06](https://doi.org/10.47263/JASEM.5(1)06)
- Nanjundeswaraswamy, T. S., & Divakar, S. (2021). DETERMINATION OF SAMPLE SIZE AND SAMPLING METHODS IN APPLIED RESEARCH. *Proceedings on Engineering Sciences*, 3(1). <https://doi.org/10.24874/pes03.01.003>
- Nha, V. T. T. (2021). Understanding validity and reliability from qualitative and quantitative research traditions. *VNU Journal of Foreign Studies*, 37(3). <https://doi.org/10.25073/2525-2445/vnufs.4672>
- Ozili, P. K. (2022). The Acceptable R-Square in Empirical Modelling for Social Science Research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4128165>
- Pandey, R., Reddy, L. S., Chaudary, V., Widayawati, V. T., Sin, L. G., Bin Mohd Ghazali, M.

- K. A., Kee, D. M. H., Bin Ibrahim, M. F., Bin Ahmad Fadzeil, M. Z., & Binti Mohamed, N. A. (2021). Analysis the Effect of Product Quality and Price on Purchase Decision (Case Study of Adidas India, Indonesia, and Malaysia). *International Journal of Accounting & Finance in Asia Pasific*, 4(1). <https://doi.org/10.32535/ijafap.v4i1.1034>
- Rahman, F., Juanda, J., & Saguni, S. S. (2021). Supremasi Perempuan Dalam Novel Renjana Dyana Karya Adimodel: Kajian Feminisme Radikal. *Interference: Journal of Language, Literature, and Linguistics*, 2(2). <https://doi.org/10.26858/interference.v2i2.20795>
- Rania, C., Daud, I., Afifah, N., Heriyadi, H., & Syahbandi, S. (2023). The Role of Brand Awareness as a Mediating Variable on the Effect of Instagram Advertisement and Word of Mouth on Purchase Decision (Case Study in Erigo). *South Asian Research Journal of Business and Management*, 5(1). <https://doi.org/10.36346/sarjbm.2023.v05i01.004>
- Role, T., Student, O., In, S., Roots, T., Determining, O., Of, W., Santoso, A., Widowati, S. Y., & Auliya, Z. F. (2021). RELEVANCE: Journal of Management and Business. *Researchgate.Net*, 4(1).
- Rönkkö, M., & Cho, E. (2022). An Updated Guideline for Assessing Discriminant Validity. *Organizational Research Methods*, 25(1). <https://doi.org/10.1177/1094428120968614>
- Rubin, M., & Donkin, C. (2022). Exploratory hypothesis tests can be more compelling than confirmatory hypothesis tests. *Philosophical Psychology*. <https://doi.org/10.1080/09515089.2022.2113771>
- Sardana, N., Shekoohi, S., Cornett, E. M., & Kaye, A. D. (2023). Qualitative and quantitative research methods. In *Substance Use and Addiction Research: Methodology, Mechanisms, and Therapeutics*. <https://doi.org/10.1016/B978-0-323-98814-8.00008-1>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9). <https://doi.org/10.52403/ijrr.20210912>
- Shabrina, S. A., & Budiatmo, A. (2020). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Dengan Keputusan Pembelian Sebagai Variabel Intervening Pada Holland Bakery Pandanaran Semarang. *Jurnal Ilmu Administrasi Bisnis*, 9(4). <https://doi.org/10.14710/jiab.2020.28771>
- Siwiec, D., & Pacana, A. (2021). A pro-environmental method of sample size determination to predict the quality level of products considering current customers' expectations. *Sustainability (Switzerland)*, 13(10). <https://doi.org/10.3390/su13105542>
- Stratton, S. J. (2021). Population Research: Convenience Sampling Strategies. In *Prehospital and Disaster Medicine* (Vol. 36, Issue 4). <https://doi.org/10.1017/S1049023X21000649>
- Suhan, Samarth, V., & Kodikal, R. (2020). Measuring the Effect Size of Coefficient of Determination and Predictive Relevance of Exogenous Latent Variables on Endogenous Latent Variables through PLS-SEM. *International Journal of Pure and Applied Mathematics*, 119(18).
- Tjandra, DR. R. (2023). How to Build a Winning Fast Moving Consumer Goods Brand in Indonesia. *The Jakarta Post*.
- Tjandra, R. (2022, October 31). The economics of Indonesian FMCG industry. *The Jakarta Post*.
- Wiratama, B., Wijaya, A. P., Prihandono, D., Wijayanto, A., & Suhud, U. (2022). EXAMINING THE ROLE OF WORD OF MOUTH IN PURCHASE DECISION: AN INSIGHT FROM FASHION STORE. *Business: Theory and Practice*, 23(1). <https://doi.org/10.3846/btp.2022.12554>

Witjaksono, J., Rusdin, Dahya, Sutisna, E., Indrasti, R., Tan, S. S., Indrawanto, C., Rawung, J. B. M., Manoppo, C. N., Rinaldi, J., Mahaputra, I. K., & Arianti, F. D. (2022). A REVIEW OF THE SMALLHOLDER CASHEW NUT PROCESSING INDUSTRY IN INDONESIA AND ITS SUSTAINABILITY. *Journal of Southwest Jiaotong University*, 57(4), 58–70. <https://doi.org/10.35741/issn.0258-2724.57.4.5>.