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THE EFFECT OF ELECTRONIC WORD OF MOUTH (EWOM), PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS

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Abstract: This study aims to determine the effect of E-Wom (Electronical World of Mouth), Product Quality and Price on Purchasing Decisions. The type of research used in this study is descriptive associative using a causal approach. The population in this study are Xiaomi consumers who have purchased Xiaomi mobile phones. The sampling technique used is non-probability sampling and the type of sampling used is purposive sampling. The method of data collection using questionnaire and analysis technique using SEM (Structural Equational Modeling) wherein there is an inner model and outer model test and the tools used are SmartPLS 3.0. Data collection techniques using questionnaires that have been tested for validity and reliability. The results showed that partially electronic variable word of mouth, product quality and price had a positive and significant effect on purchasing decisions.

Keywords: E-WOM, product quality, price, purchase decision.

INTRODUCTION

The smartphone is one of the needs of modern society that will support its activities. This need is so noticed by electronics companies that many emerging smartphone brands are emerging. The advancement of information technology and the standard of living of the community has resulted in increasing demands from the public for the quality of services and products used. The need for smartphones has become a lifestyle requirement that is considered important for most modern societies today. This phenomenon supports the emergence of many smartphones that offer products to meet the needs of the community for technology in terms of communication. (rinadarma13.wordpress.com)

The purchasing decision is a decision as to ownership of an action from two or more alternative choices. Everyone must have considered something before making a purchase

decision. Is the product to be purchased is in accordance with their needs or desires. Then the product to be purchased is in accordance with his condition and the costs required to obtain the desired product. Sometimes people don't consider things before making a purchase. This is because people are only interested in the physical form (outward appearance) of the product.

Price is one of the important factors in terms of service providers to win the competitive temperature in marketing their products. Therefore new prices are set. According to Ferdinand (2011), price is one of the important variables in marketing, where prices can influence consumers in making decisions to buy a product, for various reasons. Economic reasons will show low prices or too competitive prices is one important trigger to improve marketing performance, but psychological reasons can show that prices are actually an indicator of quality and are therefore designed as one of the sales instruments as well as a decisive competition instrument.

Many studies that discuss purchasing decisions include research by Wijaya, et al., (2014); Almana (2013); Themba (2013) there is an e-wom influence on purchasing decisions, Ligia, et al., (2014); Heryanto (2015) there is an influence of product quality on purchasing decisions, Lidia, et al., (2014); Zhafira, et al., (2013); Heryanto (2015) there is a price effect on purchasing decisions. Based on this background the following problems are formulated: (1) Does E-WOM influence the purchasing decision of XIAOMI brand mobile phones ?; (2) Does product quality influence the purchasing decision of XIAOMI brand mobile phones ?; (3) Does the price affect the purchasing decision of the XIAOMI brand mobile phone ?.

The objectives in this study are: (1) To find out and analyze the effect of E-WOM on purchasing decisions for XIAOMI brand mobile phones; (2) To find out and analyze the effect of product quality on purchasing decisions for XIAOMI brand mobile phones; (2) To find out and analyze the effect of prices on purchasing decisions for XIAOMI brand mobile phones.

LITERATURE REVIEW

Marketing Management

According to Tjiptono (2013), Understanding Management is the process of coordinating work activities so that the work is completed efficiently and effectively with and through others. Efficiency refers to obtaining the largest output with the smallest input, described as "doing everything right."

Purchasing decision

Understanding purchasing decisions, according to Kotler & Armstrong (2016) is the stage in the buyer decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

E-WOM (Electronic Word of Mouth)

Social media is a means for consumers to share text, images, audio, and video information with one another and with companies and vice versa (Kotler & Keller, 2016). Quoted from a journal entitled Social media meets hotel revenue management: Opportunities, issues and unanswered questions (2011), Social media refers to a group of internet-based applications that enable the creation and exchange of information. Social media has a strong content power in consumers' references in getting information about a product. The power of content and conversation that occurs in social media drives many companies that use it as a communication and promotional media.

Product quality

According to Kotler and Armstrong (2016) states that product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation, and improvement as well as other attributes ". If a product has been able to carry out its functions can be said to be a product that has good quality. Most products are provided at one of four levels of quality, namely: low quality, average quality, good quality, and very good quality. Some of the attributes above can be measured objectively. However, from the marketing point of view quality must be improved

Price

Price is one of the important factors in terms of service providers to win the competitive temperature in marketing their products. Therefore new prices are set. According to Augusty Ferdinand (2011). Meanwhile, according to Elliot (2012), prices are matters relating to the assessment of customers regarding the price of the product itself. Price according to Kotler and Armstrong (2016) is the amount exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the amount of benefit by owning or using an item or service. Prices are things that consumers consider when making a purchase. Some consumers even identify price with value. According to Swastha (2012), price is the amount of money (plus a few items if possible) needed to get a combination of goods and their services.

Hypotheses Development

The Effect of E-WOM on Purchasing Decisions

Based on research conducted by Godfrey Themba, *et al.*, (2013), the results of his research stated that with the proliferation of SNS and the influence of eWOM's influence on consumer purchasing decisions, companies can gain a competitive advantage from utilizing the power of social media as a platform for eWOM. This is important because eWOM is set to disrupt traditional marketing communication tools as the most effective way for companies to engage directly with consumers.

H₁: E-Wom has a significant positive effect on purchasing decisions.

The Effect of Product Quality on Purchasing Decisions

Based on research conducted by Agnes Ligia, *et al.*, (2014). The results of his research stated that Product Quality, Price, Promotion and Location both together and separately had a significant influence on Purchasing Decisions. Other studies conducted by Nabila H Zhafira, *et al.*, (2013), the results of his research concluded that there is a positive and significant effect between Product Quality, Price, Place, and Promotion of Purchasing Decisions in Traditional Markets in young people in Bekasi, West Java, Indonesia. Further research was conducted by Lizbeth, *et al.*, (2012). the results obtained in this study have shown a significant positive effect of product strategy and distribution on organic food purchases. Mainly to evaluate product attributes such as health in which 8 out of 10 Mexican consumers have purchased organic food.

H₂: Product quality has a significant positive effect on purchasing decisions.

The Effect of Prices on Purchasing Decisions

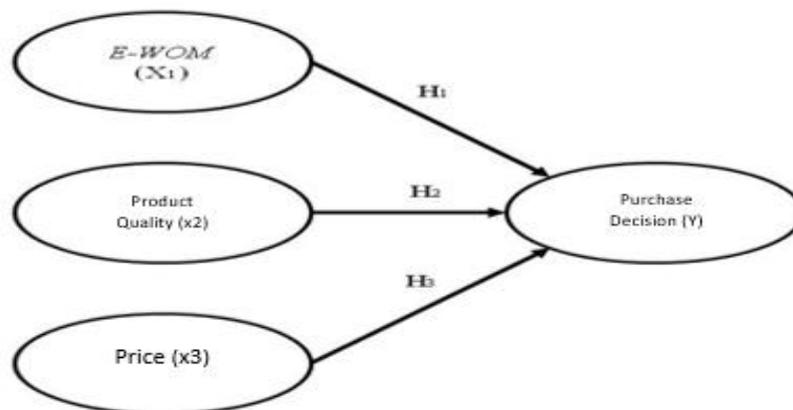
Based on research conducted by Imam Heryanto (2015). The research shows that the product, price, distribution, and promotion variables together have a significant influence on purchasing decisions, and separately all variables also have a significant influence on

purchasing decisions with the product being the most influential variable. Other research was conducted by Nandiroh (2017). The results of his research concluded based on partial analysis, it turns out the results of the study prove that the price has a significant effect on purchasing decisions while the promotion variable has no significant effect on purchasing decisions (Y). Based on simultaneous testing, it turns out the results of the study prove that all independent variables (price and promotion) have a significant influence on the dependent variable, namely purchasing decisions. Furthermore, the study was conducted by Ardanis Fitri Pitaloka, et al (2015). The results of his research concluded that service quality, price, and promotion had a significant and positive effect on online sales of Muslim fashion shops at Shafira Surabaya, both partially and simultaneously.

H₃: Price has a significant positive effect on purchasing decisions.

Conceptual Framework

Based on the literature review and previous research that has been presented previously, then the following theoretical thinking is drawn up:



Picture 1. Conceptual Framework

RESEARCH METHODS

The research process will run in September 2018 - January 2019. The study was conducted on Jakarta residents who bought Xiaomi smartphones and used Xiaomi smartphones.

Research design

Based on the stated research objectives, this type of research can be classified as causal associative research. Causal associative research is research that is intended to reveal problems that are a causal relationship between two or more variables (Sugiyono, 2013). To carry out research and obtain data, it is necessary to determine the data collection techniques that will be used, because data collection techniques are one aspect that plays a role in the smooth and successful in a study.

Research Population

According to Sugiyono (2013), the population is a generalization area consisting of objects and subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. The population in this study is the citizens of Jakarta who buy and use Xiaomi smartphones.

Research Samples

According to Sugiyono (2013) said that the sample is part of the number and characteristics possessed by the population. If a large population and researchers are not possible to learn everything that exists in the population, for example, due to limited funds, manpower and time, then researchers can use the sample in this study using convenience sampling techniques (simplified way). Convenience sampling is a sample with the consideration of convenience is a technique for determining samples based on convenience or coincidence. Someone is taken as a sample by accident or anyone who happens to meet with a researcher who is considered to fit the characteristics of the specified sample will be sampled.

Data collection technique

In conducting research, the data collected will be used to solve existing problems so that the data must be truly reliable and accurate. The data used in this study were obtained through a questionnaire method that is data collection techniques carried out by giving questionnaires or a set of questions or written statements to respondents (Sugiyono, 2013). In this questionnaire, there will be draft questions that logically relate to the research problem and each question is the answers that have meaning in testing the hypothesis. Compared to the interview guide, the questionnaire or questionnaire is more detailed and complete.

FINDINGS AND DISCUSSION

Descriptive Statistics Analysis

1. Characteristics of Respondents

Respondents in this study were 150 consumers from Xiaomi. From the results of the questionnaire that has been distributed and the respondents have given their statements, it can be seen the characteristics of the respondents. The characteristics of respondents that can be collected in this study include gender, age, last education occupation, income and statements regarding E-Wom (Electronic Word of Mouth), product quality, price in the decision of purchasing a Xiaomi smartphone. The characteristics based on gender can be seen in Table 1 below:

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percent
Male	84	58%
Female	61	42%
Total	145	100%

Source: Research Questionnaire Results

Based on the results of data on 145 respondents in Table 1 it can be seen that the majority of respondents are male, as many as 84 respondents (58%), while the remaining women are 61 respondents (42%). The characteristics based on age can be seen in Table 2 below:

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percent
< 20 years old	18	12%
21 - 30 years old	51	35%
31 - 40 years old	45	31%
41 - 50 years old	31	21%
Total	145	100%

Source: Research Questionnaire Results

Based on the results of data on 150 respondents in Table 2 it can be seen that the most respondents are aged 21-30 years as many as 51 respondents (35%), then respondents aged 31-40 years are 45 respondents (31%), then respondents aged 41- 50 years as many as 31 respondents (21%) and the rest aged <20 years as many as 18 respondents (12%). The characteristics based on recent education can be seen in Table 3 below:

Table 3. Characteristics of Respondents Based on Recent Education

Recent Education	<i>Frequency</i>	<i>Percent</i>
Senior High School	46	32%
Diploma	24	17%
Bachelor Program	59	41%
Post graduate program	16	11%
Total	145	100%

Source: Research Questionnaire Results

Based on the results of the data on 150 respondents in Table 3 it can be seen that the most respondents were educated lastly S1 amounted to 59 respondents (41%), then respondents who had high school education were 46 respondents (32%), then respondents who had Diploma education were 24 respondents (17%) and the rest are educated S2 with 16 respondents (11%). The characteristics based on occupation can be seen in Table 4 below:

Table 4. Characteristics of Respondents by Occupation

Occupation	<i>Frequency</i>	<i>Percent</i>
Students	35	24%
Public Servants	15	10%
Private Employee	83	57%
Entrepreneur	12	8%
Total	145	100%

Source: Research Questionnaire Results

Based on the results of data on 150 respondents in Table 4 it can be seen that the majority of respondents' jobs are private employees, as many as 83 respondents (57%), then as students, as many as 35 respondents (24%), then as public servants as many as 15 respondents (10%), while the rest work as entrepreneurs as many as 13 respondents (9%). The characteristics based on income can be seen in Table 5 below:

Table 5. Characteristics of Respondents by Income

Income	<i>Frequency</i>	<i>Percent</i>
< 5 mio	28	19%
5 - 10 mio	66	46%
11 - 15 mio	35	24%
> 15 mio	16	11%
Total	145	100%

Sumber: Hasil Kuesioner Penelitian

Based on the results of data on 150 respondents in Table 4 it can be seen that the majority of respondents' jobs are private employees, as many as 83 respondents (57%), then as students, as many as 35 respondents (24%), then as public servants as many as 15 respondents (10%), while the rest work as entrepreneurs as many as 13 respondents (9%). The characteristics based on income can be seen in Table 5 below:

Data Analysis Method

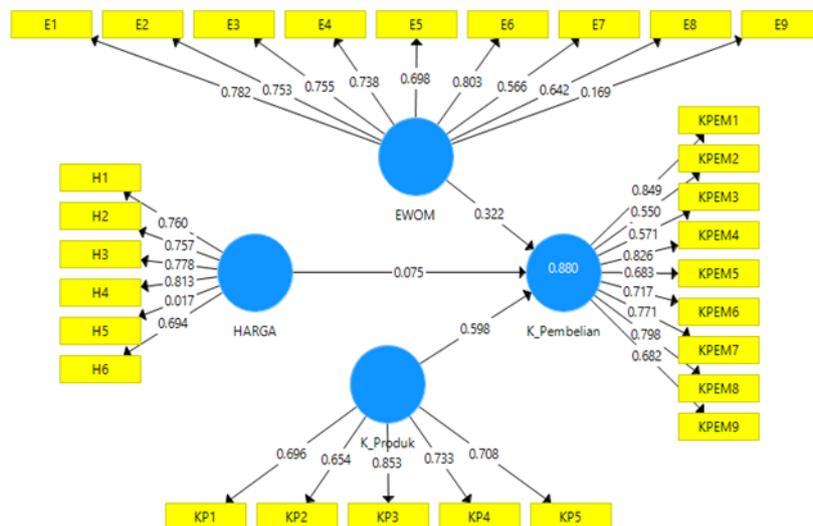
Component/variance Based Structural Equation Modeling is an alternative to covariance-based SEM, component or variance-based SEM is known as Partial Least Square (PLS). This method is intended for causal-predictive analysis in situations of high complexity and low theoretical support. PLS has the objective to find predictive linear relationships between variables (component-based predictive models) according to (Ghozali, 2014). The testing steps undertaken for the fulfillment of variance-based SEM assumptions are guidelines for modeling variance-based SEM both in the process of data collection and data processing using SmartPLS.

Evaluation of Measurement Model (Outer Model)

1. Test Validity

Convergent Validity

Convergent Validity testing of the measurement model with reflexive indicators is assessed based on the correlation between item score/component score and construct score calculated by PLS. Individual indicators are considered valid if they have a correlation value above 0.70. By looking at the output of the correlation between the indicator and its construct as shown in the figure and structural table below.



2. Reliability Test

According to Ghozali (2015) a reliability test was conducted to prove the accuracy, consistency and accuracy of the instruments in measuring the construct. Reliability Tests are carried out using the Composite Reliability and Cronbach's Alpha tests by looking at all latent variable values that have Composite Reliability and Cronbachs Alpha values ≥ 0.7 , it can be concluded that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent.

Table 6. Table of Composite Reliability and Cronbach's Alpha Test

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Description
E-WOM	0.868	0.901	Reliable
Product Quality	0.799	0.876	Reliable
Price	0.815	0.871	Reliable
Purchasing Decision	0.890	0.924	Reliable

Source: Smartpls Output 3

Based on Table 6 it can be seen that the Composite Reliability test results show that all latent variable values have a Composite Reliability value ≥ 0.7 . And the results of the Cronbach's Alpha test also show that all values of the latent variable have a Cronbach's Alpha value of ≥ 0.7 so that it can be concluded that the construct has good reliability or the questionnaire used as a tool in this research has been reliable or consistent.

Evaluation of Structural Model (Inner Model)

1. R-Square Value

The coefficient of determination R-square (R^2) shows how much the exogen variable explains the endogenous variable. The value of R-square (R^2) is zero up to one. If the value of R-Square (R^2) is getting closer to one, then the independent variables provide all the information needed to predict variations in endogenous variables. Conversely, the smaller the value of R-Square (R^2), the ability of independent variables to explain variations in endogenous variables are increasingly limited. The value of R-square (R^2) has a weakness that is the value of R-Square (R^2) will increase every time there is an addition of one exogen variable even though the exogenous variable has no significant effect on the endogenous variable.

Table 7. R-Square Value Test Results (R^2)

Variable	<i>R Square</i>	<i>R Square Adjusted</i>
Purchasing Desicion	0.836	0.831

Source: Smartpls Output 3

From the results of Table 7, it can be seen that the value of R-Square (R^2) or the coefficient of determination of the purchase decision construct is 0.836. These results indicate that endogenous variables of purchasing decisions can be explained by exogenous variables namely EWOM, product quality and price by 83%, while the remaining 16.9% is explained by other exogenous variables.

Analysis of Research Results

Based on the results of the PLS (Partial Least Square) analysis, this section will discuss the results of calculations that have been made. This study aims to determine the effect of E-WOM, price and product quality on purchasing decisions of Xiaomi smartphones. Testing is shown through existing hypotheses so that they can find out how the influence of each variable on the other variables.

1. Effect of E-WOM (Electronic Word of Mouth) on Purchasing Decisions

Based on the test results on the effect of EWOM on purchasing decisions has a path coefficient of 0.380 which is close to +1 and has a T-Statistic value of 7877 (> 1.96) so it can be concluded that the first hypothesis (H_1) can be accepted and EWOM has a positive and significant influence on decisions purchase.

Social media is a means for consumers to share text, images, audio, and video information with one another and with companies and vice versa (Kotler & Keller, 2016). According to Gruen (2006) Electronic Word of Mouth or commonly called E-WOM has a definition as a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other and meet before. In the case of Xiaomi, electronic word of mouth has an influence on purchasing decisions, because today many people have used social media as a tool to find out various kinds of information, among others, about the sale of a product. In this case, social media has a lot to say about Xiaomi products, social users have a lot to say about the positive value of Xiaomi products, besides that many consumers recommend using Xiaomi products, some of which make EWOM influence purchasing decisions.

This is in line with previous research conducted by Alman, et al (2013) stating that such comments and reviews are important factors that help Saudi consumers in making purchasing decisions. More than 80% of study participants have indicated that they read online reviews before making online purchases.

This is in line with previous studies of Widiyanto (2017), Pangestuti (2018), Aprilia (2015), Priyanto (2015) which proves that electronic word of mouth has a positive and significant effect on purchasing decisions. Based on this research it can be explained that E-WOM (Electronic Word of Mouth) is proven to influence purchasing decisions. In this case, the positive comments given by internet users can improve consumer purchasing decisions.

2. The Effect of Product Quality on Purchasing Decisions

Based on the test results on the influence of product quality on purchasing decisions have a path coefficient of 0.471 which is close to +1 and has a T-Statistic value of 10,014 (> 1.96) so it can be concluded that the second hypothesis (H_2) can be accepted and product quality has a positive and significant effect towards the purchase decision. According to Kotler and Armstrong (2016) states that product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation, and improvement as well as other attributes. Other researchers state product quality is all that can be offered in the market to get attention, demand, usage or consumption that can meet wants or needs (Tjiptono, 2012). In the case of Xiaomi, product quality has an influence on purchasing decisions, Xiaomi has succeeded in making the product not inferior to market leaders such as Samsung and Apple, both in technology, design and smartphone durability. This makes many Samsung and Apple smartphone users switch to using Xiaomi and indirectly Xiaomi can increase market share in 2018. This is in line with previous research conducted by Imam Heryanto (2015). The research shows that the product quality, price, distribution and promotion variables together have a significant influence on purchasing decisions, and separately to all variables also have a significant influence on purchasing decisions with the product being the most influential variable. Then according to another researcher Ni Putu Novia, et al (2015) the results of his research showed that brand image and product quality positively and significantly affect the purchase decision both simultaneously and partially. With product quality variable is the most dominant variable Based on this research it can be explained that the quality of the product is proven to

influence purchasing decisions. In this case, the quality of products owned by Xiaomi smartphones both in terms of performance, raw materials and product designs can lure potential customers to be able to make a purchase decision.

3. The effect of Prices on Purchasing Decisions

Based on the test results on the influence of prices on purchasing decisions has a path coefficient value of 0.167 which is close to the value of +1 and has a T-Statistic value of 3.064 (> 1.96) so it can be concluded that the third hypothesis (H_3) is acceptable and the price has a positive and significant effect on the decision purchase. This is in line with previous studies conducted by research conducted by Nabila H Zhafira, et al (2013). The results of his research concluded that there was a positive and significant effect between product quality, price, place, and promotion of purchasing decisions in traditional markets in young people in Indonesia. Bekasi, West Java, Indonesia. Then according to another researcher Agnes Ligia, et al (2014) the results of her research concluded that Product Quality, Price, Promotion and Location together and separately the Price variable had the most influence. Based on this research, it can be explained that the price is proven to have an influence on purchasing decisions. In this case, the price offered by Xiaomi smartphones to consumers can be reached, it is quite competitive with the prices of its competitors and the suitability of the price with the specifications provided.

CONCLUSION AND SUGGESTION

Conclusions

Based on the results of testing the hypotheses and the discussion presented in the previous chapter, a number of conclusions can be obtained as follows:

1. E-WOM (Electronic World of Mouth) has a positive and significant effect on purchasing decisions. This shows that the positive comments given by internet users can improve consumer purchasing decisions.
2. Product quality has a positive and significant effect on purchasing decisions. This shows that the quality of products owned by Xiaomi smartphones both in terms of performance, raw materials and product designs can lure potential customers to be able to make purchasing decisions.
3. Prices have a positive and significant effect on purchasing decisions. This shows that the price offered by Xiaomi smartphones to consumers can be reached, it is quite competitive with the prices of its competitors and the suitability of the price with the specifications provided.

Suggestions

Based on the results of the research conducted, the researchers provide some suggestions because this study still has some limitations from several aspects so it needs to be improved in further research, as follows:

1. Based on the results of the questionnaire, the statement "I found information about the quality of Xiaomi smartphone products on social networks" has the lowest mean value of 3.63, so the researchers suggest Xiaomi's management for the future Xiaomi should more often invite influencers among social media among those aiming to introduce Xiaomi and discuss the features of the latest products.
2. Based on the results of the questionnaire, the statement "Smartphone Xiaomi has used advanced technology" has the lowest mean value of 3.35, the researchers suggest that

Xiaomi management in making a new product, must create the latest technological innovations in order to increase speed in processing data, have a design attractive and reliable features that are different from its competitors.

3. Based on the results of the questionnaire, the statement "The price of a Xiaomi smartphone as the last consideration you buy a product" has the lowest mean value of 3.61, the researchers suggest that Xiaomi's management in making a new product must be in accordance with the company's vision and mission where innovation is said to be used for technology. consider the price. So that consumers who use quality smartphones and the latest technology at prices that can be reached by consumers without reducing the quality of existing products.
4. Suggestions for further research in order to further research with different company objects, by redeveloping variables and indicators that have not been used in this study, such as purchase interest, competitive advantage, and others. So that will provide more information. Researchers are advised to choose companies engaged in other fields who are willing to provide more information to researchers for research in order to make it easier to get the data needed by researchers.

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