

**THE INFLUENCE OF BRAND IMAGE, PRICE PERCEPTION, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISION IN THE GOFOOD APPLICATION (A STUDY OF GENERATION Z IN DENPASAR CITY)**

**A.A. Istri Krisna Gangga Dewi<sup>1</sup>, I Gusti Ayu Nadya Purnamagita<sup>2</sup>, Ni Putu Ayu Tika Kurniawati<sup>3</sup>**

<sup>1,2,3</sup>Universitas Warmadewa, Indonesia

Corresponding author: A.A. Istri Krisna Gangga Dewi

E-mail: gungtikrisna@gmail.com

Volume: 4  
Number: 4  
Page: 1199 - 1208

**Article History:**

Received: 2026-02-20

Revised: 2026-03-17

Accepted: 2026-04-09

**Abstract:**

This study analyzes the influence of brand image, price perception, and electronic word of mouth on purchase decisions in the GoFood application among Generation Z in Denpasar City. The research addresses a key issue: a decline in Gross Merchant Value (GMV) on GoFood, alongside a trend of Generation Z shifting to competing platforms such as ShopeeFood. Utilizing a quantitative approach, data were collected from 97 respondents determined using the Cochran formula. The data were analyzed through questionnaires, multiple linear regression, and hypothesis testing. The findings reveal that (1) brand image, price perception, and electronic word of mouth collectively have a positive and significant effect on purchase decisions in the GoFood application among Generation Z in Denpasar City; (2) brand image has a positive and significant individual effect; (3) price perception has a positive but not significant effect; and (4) electronic word of mouth has a positive and significant effect on purchase decisions.

**Keywords:** Brand Image, Price Perception, Electronic Word of Mouth, Purchase Decisions.

**INTRODUCTION**

Technological developments in today's digital era have had a transformative and significant impact on nearly every aspect of modern society. The Food and Beverage (F&B) sector is one area profoundly affected, giving rise to online food delivery (OFD) services as an essential part of daily life. The demand for food and beverages is no longer restricted to the physical location of restaurants; instead, it has shifted into the virtual realm, making online food delivery a practical and efficient solution for modern consumers.

The Online Food Delivery (OFD) market in Indonesia has established itself as the largest in Southeast Asia and continues to demonstrate rapid and sustained growth. This expansion not only reflects a shift in general consumption habits but also illustrates how OFD services have become integral to modern lifestyles. According to the Momentum Works report (2023), Indonesia ranks first in the region, recording a gross transaction value (Gross Merchant Value, GMV) of US\$4.6 billion, or approximately IDR 72.12 trillion, in 2022. This figure accounts for 26.9% of the total GMV for food delivery services in Southeast Asia, which stood at US\$17.1 billion in 2023. Thailand follows with a GMV of US\$3.7 billion, while Singapore and the Philippines each report US\$2.5 billion. Malaysia and Vietnam trail with GMVs of US\$2.4 billion and US\$1.4 billion, respectively. This impressive performance in Indonesia is primarily driven by Generation Z, the demographic group recognized for its technological proficiency and strong engagement with digital services.

This research focuses on the GoFood application, one of the primary players and market leaders in Indonesia's Online Food Delivery (OFD) industry. GoFood, launched by Gojek in 2015,



This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 license

enables users to order food from a wide range of restaurants, cafes, and culinary MSMEs online. The platform has come to dominate the Indonesian OFD market, boasting an extensive presence in more than 74 cities and collaborating with over 550,000 registered merchant partners, offering a diverse selection of food and beverages. For Generation Z, GoFood has become an integral part of their lifestyle. However, current market trends indicate a high tendency among Generation Z to switch between platforms, a behavior known as switching behavior, which significantly influences their purchase decisions. The main challenge for GoFood is to maintain Generation Z's loyalty amid intense competition. This challenge is empirically evidenced by fluctuations in the Gross Merchandise Value (GMV) recorded by leading platforms. The following is an estimate of the GMV for online food sales at GrabFood, GoFood, and ShopeeFood in Indonesia during the 2021-2024 period.

**Table 1.** Estimated Gross Sales Value/GMV of Online Food on GrabFood, GoFood, and ShopeeFood Indonesia (2021-2024)

Year	GrabFood	GoFood	ShopeeFood
2021	2,25	1,98	0,37
2022	2,21	1,98	0,32
2023	2,3	1,75	0,55
2024	2,54	1,89	0,97

Source: databoks.katadata.co.id (data processed, 2024)

According to Momentum Works report data, online food sales through the GrabFood, GoFood, and ShopeeFood applications in Indonesia will increase in 2024. The gross merchandise value (GMV) of food ordered at GoFood in 2024 grew 8% (year-on-year/yoy) to US\$1.89 billion. GrabFood's GMV value in 2024 reached US\$2.54 billion, growing 10% compared to 2023 (yoy) and ShopeeFood jumped 76% (yoy) to US\$0.97 billion. If viewed in a longer period of time during the 2021-2024 period, it shows that ShopeeFood's sales growth increased by 164% while GrabFood only increased by 13%. However, the GoFood application has decreased, namely 4%. This trend proves the shift of transaction activity from GoFood to other platforms, a strong indication that consumers are vulnerable to switching behavior.

This shift in GMV is specifically rooted in the behavior of GoFood's main target consumers, namely Generation Z. Although GoFood is a popular platform, the survey results show that there is a strong preference of Generation Z for competitor offerings, which leads to a high switching tendency. Here is a comparison of the most used online food delivery apps in 2025.

**Table 2.** The Most Used Online Food Delivery Apps by Respondents (March 13-14, 2025)

Application (OFD)	Selectability Rate	Generation X	Millennial Generation	Generation Z
GoFood	38 %	43 %	37 %	37 %
ShopeeFood	29 %	12 %	23 %	39 %
GrabFood	27 %	39 %	34 %	18 %

Source: databoks.katadata.co.id, 2025

According to a Jakarta survey, GoFood will be the most widely used online food delivery service application by Indonesians in March 2025, with a total electability rate of 38%. When dissected by generation, Generation X accounts for the highest number, which is 43%, while Generation Z and millennials each account for 37%. The application of choice of consumers is second



place, namely ShopeeFood at 29%. Generation Z uses this service the most, at 39%, followed by millennials at 23% and Generation X at 12%. Furthermore, in third place is GrabFood, chosen by 27% of respondents. Generation X was recorded as the most using this service, namely 39%, followed by millennials 34% and Generation Z 18%. Although GoFood has managed to solidify its position as the most popular OFD application in Indonesia, ShopeeFood is now the most widely used choice by Generation Z, surpassing GoFood.

GoFood operates in a highly competitive and price-sensitive industry. Therefore, the price perception factor is an inevitable determining variable. The phenomenon of problems faced by GoFood is the difference in pricing strategies and promotions offered by competitors, which significantly affects consumer perception. Major competitors, such as ShopeeFood, are known to implement discount strategies, Cashback, Voucher more aggressive and accessible shipping costs, creating a more favorable price perception in the minds of Generation Z. Here's a comparison of discounts and Voucher free shipping offered by the GoFood and ShopeeFood applications.



Source: GoFood and ShopeeFood Applications, 2026

**Figure 1.** Display of Vouchers offered by the GoFood and ShopeeFood Applications

Visually, the comparison between offers Voucher from ShopeeFood and GoFood show a disparity, where ShopeeFood offers discounts with the condition of a Minimum Spend of IDR 0 or very low, which creates a perception Total Cost cheaper in the minds of Generation Z. Meanwhile, Voucher GoFood is often accompanied by a relatively higher minimum purchase, making discounts feel less accessible.

In addition to Brand image and price perception, purchasing decisions can also be influenced by Electronic Word of Mouth (E-WOM). Kotler & Keller in (Sari et al., 2022) Define Electronic word of mouth As a comment or recommendation that customers disseminate based on the experience they receive, it has a strong influence on the decision-making made by other parties. The phenomenon of problems related to E-WOM, namely the existence of an extreme internal E-WOM quality gap in Merchant in GoFood, which led to Generation Z's strong reliance on ratings and reviews as the main tool for managing purchase risk. The following is a comparison of the E-WOM gap phenomenon in the GoFood application.

**Table 3.** The Phenomenon of the E-WOM Gap in the GoFood Application

Food Categories	Merchant	Rating	Reviews
Donuts	Renon Potato Donuts	5.0	- "Always delicious, delicious delicious" - "The doughnuts are delicious, the doughnuts are soft" - "doesn't match the photo, tastes less"
Donuts	Yummy Yummy Donuts & Tart	4.1	"Not as good as the picture" "It's so nice to be able to go to the gym for the first time"
Seblak	Seblak Gorilla & Baso Aci Bandung	4.7	- "Solid 5 stars" - "The most delicious seblak I've ever eaten is already expensive, there are no pedes-pedes next time I'm given a choice of levels"
Seblak	Seblak Spicy Rockets 100	4.0	- "I really love konnichiwa coffee, it's really good that the coffee suits our tastes" - "Earl Grey Milktea, even though it's 50% sugar, is still sweet"
Coffee	Konnichiwa Coffee	4.9	
Coffee	Coffee Forever by Hangry	4.3	

Source: GoFood App, 2026

According to the observations made by the author in the GoFood application, it was found that there is an extreme internal E-WOM gap between merchants of similar products, where E-WOM has two opposite and decisive functions. At one pole, high ratings and positive reviews (e.g., "Always good, delicious, delicious") serve as social proof that reassures Generation Z that the merchant is safe and that the risk of a purchase is low, thus driving purchase decisions. At the opposite pole, negative E-WOM (Example: "not photo-appropriate", "lack of taste") acts as a highly reliable danger signal. E-WOM has now transformed into a causal determinant that dictates the choices of Generation Z, directly influencing their decision to choose or reject a merchant on GoFood.

Based on the aforementioned phenomena, the author is interested in conducting research entitled: "The Influence of Brand Image, Price Perception, and Electronic Word of Mouth (E-WOM) on Purchase Decisions in the GoFood Application: A Study of Generation Z in Denpasar City."



**Theory of Planned Behavior (TPB).** Theory of Planned Behavior (TPB) is a theory developed by Icek Ajzen in 1991. This theory is the assumption that behavioral intentions (Behavioral Intention) is not enough to be influenced only by attitudes towards behavior (attitude towards behavior) and subjective norms (Subjective norm), but is also influenced by the perception of behavioral control (perceived behavioral control) (Purwanto et al., 2022:15).

**Purchase Decision.** Arfah (2022:04) stating that the purchase decision is one of the stages in the purchase decision process before the post-purchase behavior, where in this stage the consumer has been faced with several alternative choices so that the consumer will take action to decide to buy the product based on the specified choice.

**Brand Image.** Meliantari (2023:136) Define Brand image as a perception of the brand in the minds of consumers that forms a consumer and customer trust in the brand.

**Price Perception.** Schiffman and Kanuk in (Mariskah & Suyatna, 2024) Defines price perception as a response or understanding of price, how customers perceive a particular price (high, low, or reasonable) to have a strong impact on purchase intent and purchase satisfaction.

**Electronic Word of Mouth (E-WOM).** Electronic Word of Mouth is a positive or negative statement made by prospective customers, current customers, and former customers regarding a product or company over the internet, Kotler & Keller in (Hidayah et al., 2024).

**The Influence of Brand Image, Price Perception, and Electronic Word of Mouth (E-WOM) on Purchase Decisions.** Purchase decisions that occur on the GoFood application can be influenced by various marketing and digital information stimuli. Brand image which is the main foundation of GoFood to form the initial level of confidence of Generation Z in the quality and excellence of their services compared to competitors. This trust must then be supported by the value offered, therefore price perception has a very significant role in shaping Generation Z's purchasing decisions. E-WOM in the form of reviews and ratings from other users' experiences will strengthen or sway the purchase decision. Thus, the synergy between Brand image good prices, favorable prices, and positive digital reviews increase consumers' tendency to buy food and beverages through GoFood. Some previous research from (Kusuma et al., 2022) and (Hendriyani & Saputri, 2023) states that Brand image, price perception, and Electronic word of mouth (E-WOM) has a positive and significant effect simultaneously on purchase decisions. From the description above, hypothesis 1 can be drawn as follows.

H1 = Brand image, price perception, and electronic word of mouth (E-WOM) have a positive and significant effect on purchasing decisions on the GoFood application.

**The Influence of Brand Image on Purchase Decisions.** According to Meliantari (2023:136) Brand image is the perception of the brand in the minds of consumers that forms a consumer and customer trust in the brand. When a brand has a strong and positive image in the minds of consumers, it will always be remembered and the possibility of consumers buying the brand in question is huge. Based on previous research conducted Kusuma et al., (2022); Akbar et al., (2023); Hendriyani & Saputri (2023); and Lestari et al., (2023) indicates that Brand image has a positive and significant influence on purchasing decisions. Based on this description, the following hypothesis can be formulated.

H2: Brand Image has a positive and significant effect on Purchase Decisions on the GoFood application.

**The Influence of Price Perception on Purchase Decisions.** Schiffman & Kanuk in (Wibisono & Arifiansyah, 2024) Expressing perception is everyone's point of view to choose, arrange, and



interpret something based on the existence of needs and expected values. Companies can determine the cost of a price to form an image. Based on research conducted by Kusuma et al., (2022); Akbar et al., (2023); Hendriyani & Saputri (2023); Lestari et al., (2023); and Hemas & Cyasmoro, (2024) stating that price perception has a positive and significant influence on purchasing decisions. Based on this description, the following hypothesis can be formulated.

H3: Price perception has a positive and significant effect on Purchase Decisions on the GoFood application.

**The Influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions.** According to Kotler & Keller in (Oktaviani & Zagladi, 2025) E-WOM is a form of communication, both positively and negatively made by capable consumers, honest consumers, and former users of products or services related to a good or service sold by a company through the internet. Through E-WOM, consumers can evaluate the products that have been purchased. Based on research conducted by Kusuma et al., (2022); Hendriyani & Saputri (2023); and Putri et al., (2023) states that Electronic word of mouth (E-WOM) has a positive and significant influence on purchasing decisions. Based on this description, the following hypothesis can be formulated.

H4: Electronic Word of Mouth (E-WOM) has a positive and significant effect on Purchase Decisions on the GoFood application.

## METHODS

In this study, the researcher used quantitative research to test the influence of independent variables on dependent variables. This research was conducted on the GoFood online food delivery application. The population in this study is Generation Z in Denpasar City who are users of the GoFood application. The sampling technique used is non-probability sampling with the method of purposive sampling. The purposive sampling method is sampling using several criteria in the form of age between 15-29 years old (Generation Z), domiciled in Denpasar City, and currently using GoFood as an online food delivery application to be able to determine the number of samples to be studied. This study uses the Cochran formula (Sugiyono, 2023), this formula was chosen because the researcher does not know the total population. The following is the calculation of the Cochran Formula (Sugiyono, 2023):

$$n = \frac{Z^2 p q}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = 96.04$$

Based on the calculation of the sample, the number of samples needed is 96.04 respondents, which in this study was rounded up to 97 respondents. In this study, two types of data sources were used, namely primary data and secondary data. Primary data in this study was obtained from the results of a questionnaire distributed to respondents, namely generation Z in Denpasar City who are using the application Online Food Delivery (OFD) GoFood. Meanwhile, the secondary data in this study are data obtained by researchers from literature reviews in the form of journals, books, and data obtained through internet sites related to this research. The independent variables in this study are Brand image (X1), price perception (X2), Electronic word of mouth (X3). The dependent variable in this study is the purchase decision (Y).

The data collection methods used were observation and questionnaires. Data processing in this study uses computer assistance, namely the SPSS program (Statistical Package for Social



Science) for Windows. In statistical analysis, the data is used to analyze multiple linear regression, determination coefficients, and hypothesis tests.

## RESULTS AND DISCUSSION

**Multiple Linear Regression Analysis.** Multiple linear regression analysis was used to determine the influence of Brand Image (X1), Price Perception (X2), and Electronic Word of Mouth (E-WOM) (X3) on Purchase Decisions (Y) on the GoFood application by Generation Z in Denpasar City.

The statistical calculation in multiple regression analysis is described in the following table:

**Table 4.** Multiple Linear Regression Analysis

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Beta	Beta		
	(Constant)	-.161	1.790		
Brand Image	.519	.090	.541	5.771	.000
Price Perception	.093	.079	.104	1.180	.241
Electronic Word of Mouth	.211	.096	.182	2.205	.030

a. Dependent Variable: Purchase Decision

Source: SPSS 25.0 processed in 2026

Based on the results of multiple linear regression analysis as presented in Table 1, the value of the regression coefficients used is standardized coefficients. From these values, the following linear equations are made:

$$Y = 0.541 X_1 + 0.104 X_2 + 0.182 X_3$$

Description:

Y = Purchase Decision

X<sub>1</sub> = Brand Image

X<sub>2</sub> = Price Perception

X<sub>3</sub> = Electronic Word of Mouth

The regression equation can be explained as follows:

- (β<sub>1</sub>): 0.541 indicates that the regression coefficient of brand image has a positive value, meaning that the better the brand image, the more purchasing decisions will be made.
- (β<sub>2</sub>): 0.104 shows that the regression coefficient of price perception has a positive value, meaning that if the price perception expected by consumers is proportional to the quality of food and beverage products obtained, then the purchase decision will increase.
- (β<sub>3</sub>): 0.182 indicates that the regression coefficient of electronic word of mouth has a positive value, which means that if the electronic word of mouth is conveyed well, then the purchase decision will increase.

**Acceptance Coefficient.** The determination coefficient test was carried out with the aim of determining the percentage of influence of the variables studied, namely between the variables Brand Image (X1), Price Perception (X2), and Electronic Word of Mouth (E-WOM) (X3) on Purchase Decisions (Y) on the GoFood application by Generation Z in Denpasar City.



**Table 5.** Coefficient of Determination

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706a	.498	.482	1.93647

a. Predictors: (Constant), Electronic Word of Mouth, Price Perception, Brand Image  
b. Dependent Variable: Purchase Decision

Source: SPSS 25.0 processed in 2026

Based on table, it shows that the value in Adjusted R2 is 0.482 or 48.2% which means that Purchase Decisions on the GoFood application by Generation Z in Denpasar City are influenced by Brand Image, Price Perception, and Electronic Word of Mouth (E-WOM) by 48.2% and the remaining 51.8% are influenced by other factors that were not studied in this study.

**F-Test.** The F test is used to find out whether simultaneously all independent variables (brand image, price perception, and electronic word of mouth) have an influence on the bound variable (purchase decision).

**Table 6.** F-Test.

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	346.164	3	115.388	30.771	.000b
Residual	348.743	93	3.750		
Total	694.907	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Electronic Word of Mouth, Price Perception, Brand Image

Source: SPSS 25.0 processed in 2026

Based on figure 3 above, it can be known that F-count (30.771) > F-table (2.70) with a significance value of  $0.000 < 0.05$ . This means that the variables of brand image (X1), price perception (X2), and electronic word of mouth (X3) simultaneously have a positive and significant effect on purchasing decisions (Y) on the GoFood application by Generation Z in the city of Denpasar.

**T-test.** The t-test is used to determine whether independent variables, namely brand image, price perception, and electronic word of mouth, have a partial influence on the bound variable, i.e. the purchase decision.

**Table 7.** T-Test Results

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.161	1.790			.929
Brand Image	-.161	.090	.541	5.771	.000
Price Perception	.519	.079	.104	1.180	.241
Electronic Word of Mouth	.093	.096	.182	2.250	.030

a. Dependent Variable: Purchase Decision

Source: SPSS 25.0 processed in 2026

Based on the results of table 4, namely the t-test (partial) shows that the value of the significance of the influence of Brand Image on the Purchase Decision is  $0.000 < 0.05$  and the t-



calculated value  $5.771 > T$ -table value 1.661. So it can be concluded that (H2) is accepted, meaning that there is influence of Brand Image on Purchase Decisions significantly. The significance value of the influence of Price Perception on Purchase Decision was  $0.241 > 0.05$  and the t-calculated value was  $1.180 < \text{the } t\text{-table value was } 1.661$ . So the second hypothesis (H3) is rejected, meaning that Price Perception has a insignificant effect on the Purchase Decision. The significance value of the influence of Electronic Word of Mouth (E-WOM) on the Purchase Decision was  $0.030 < 0.05$  and the t-count value was  $2.250 > \text{the } t\text{-table value was } 1.661$ . So the second hypothesis (H4) is accepted, meaning that there is a significant influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions.

## CONCLUSION

Based on the results of data analysis and discussion, the conclusions of the research results are as follows:

1. Brand image, price perception, and electronic word of mouth (E-WOM) together have a positive and significant effect on purchase decisions in the GoFood application among Generation Z in Denpasar City. This indicates that the stronger GoFood's brand image, the better the price perception among consumers, and the more positive the electronic word of mouth, the higher the likelihood that Generation Z will make purchase decisions on GoFood.
2. Brand image has a positive and significant effect on purchase decisions in the GoFood application among Generation Z in Denpasar City. This means that any improvement in the quality of GoFood's brand image will directly lead to an increase in purchasing decisions among Generation Z users.
3. Price perception has a positive but insignificant effect on purchase decisions in the GoFood application among Generation Z in Denpasar City. This suggests that price is not the main factor considered by Generation Z when making purchasing decisions on GoFood. Although prices may be seen as appropriate or affordable, this perception does not significantly drive them to make purchases.
4. Electronic word of mouth (E-WOM) has a positive and significant effect on purchase decisions in the GoFood application among Generation Z in Denpasar City. This means that positive E-WOM increases the likelihood of Generation Z making purchases on GoFood.

## REFERENCES

- Akbar, H., Usman, O., & Sari, D. A. P. (2023). The Influence of Price Perception, E-Promotion, and Brand Image on Local Fashion Purchasing Decisions. *Journal of Business, Management, and Finance*, 3(3), 891-905. <https://doi.org/10.21009/jbmk.0303.21>
- Arfah, Y. (2022). Product Purchase Decision. PT Inovasi Pratama International.
- Hemas, D. P., & Cyasmoro, V. (2024). The Influence of Product Quality, Price Perception, and Location on Purchase Decisions at Bozzi Coffee South Jakarta. *ECo-Buss*, 7(1), 379-389. <https://doi.org/10.32877/eb.v7i1.1452>
- Hendriyani, P., & Saputri, M. E. (2023). The Influence of Brand Image, Price Perception, and Electronic Word of Mouth on the Decision to Buy Mad for Makeup Products in Bandung. *JMBI UNSRAT (Scientific Journal of Business Management and Innovation, Sam Ratulangi University)*, 10(2), 1113-1124. <https://doi.org/10.35794/jmbi.v10i2.48782>
- Hidayah, R. T., Adriansyah, I., & Utami, E. M. (2024). The Influence of TikTok EWOM on Purchase Intentions for The Originote Skincare Products. 3(2), 141-153. <https://journal.adpebi.com/index.php/AIJB/article/view/1017/837>



- Kusuma, A. C., Listyorini, S., & Hadi, S. P. (2022). The Influence of Price Perception, Brand Image, and Electronic Word of Mouth (E-Wom) on Purchase Decisions (Study on Emina Cosmetics Consumers in Semarang City). *Journal of Business Administration Sciences*, 11(1), 118-126. <https://doi.org/10.14710/jiab.2022.33528>
- Lestari, W. P., Soebiantoro, U., & Amriel, E. E. Y. (2023). The Influence of Brand Image and Discounts on Purchase Decisions Through OFD Gofood: A Study on UPN Management Students "Veteran" East Java. *Al-Kharaj: Journal of Sharia Economics, Finance & Business*, 6(2), 2774-2789. <https://doi.org/10.47467/alkharaj.v6i2.4162>
- Mariskah, S., & Suyatna, R. G. (2024). The Influence of Electronic Word of Mouth and Price Perception on Purchase Decisions in Buying Seblak in the Tirtayasa Area. 2(1).
- Meliantari, D. (2023). Products and Brands (An Introduction) (01 ed.). CV.EUREKA MEDIA AKSARA.
- Oktaviani, F. N., & Zagladi, A. N. (2025). The Influence of Brand Image and Electronic Word of Mouth (E-Wom) on Samsung Smartphone Purchase Decisions in Malang City. 7, 52-60. <https://doi.org/10.31539/jomb.v7i1.13290%0D>
- Purwanto, N., Budiyanto, & Suhermin. (2022). Theory of Planned Behavior: Implementation of Electronic Word of Mouth Behavior in Marketplace Consumers (01 ed.). CV. Literacy of the Eternal Archipelago.
- Putri, T. B., Savitri, C., & Fadilla, S. P. (2023). The Influence of Marketing Content and E-Wom on Tiktok Shop Social Media on Generation Z Purchasing Decisions in Karawang Regency. *Al-Kharaj: Journal of Sharia Economics, Finance & Business*, 6(2), 2442-2454. <https://doi.org/10.47467/alkharaj.v6i2.5305>
- Sari, I., Rinawati, T., & Rizkiana, C. (2022). The Influence of Electronic Word of Mouth (e-WOM) and Online Consumer Review (OCR) on Purchase Decisions through Shopee. *Solutions*, 20(2), 160-169. <https://doi.org/10.26623/slsi.v20i2.5147>
- Sugiyono. (2023). *Qualitative Quantitative Research Methods and R&D (Sutopo (ed.); 02 ed.)*. Alfabeta.
- Wibisono, M. R., & Arifiansyah, R. (2024). The Influence of E-WOM, Destination Image, and Price Perception on the Decision to Visit Taman Mini Indonesia Indah. 7(1), 67-78. <https://ejournal.undiksha.ac.id/index.php/JMPP/article/view/76082>