

The Effect of Product Quality, Word of Mouth, and Brand Trust on Purchasing Decisions of Yusuf Tempe MSMEs

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ABSTRACT

Objective: This research is motivated by the importance of product quality, word of mouth, and brand trust in influencing purchasing decisions in local food MSMEs. The main problem lies in how these three factors contribute to consumers' decisions in choosing Tempe Yusuf products. The purpose of this study is to quantitatively analyze the influence of product quality, word of mouth, and brand trust on consumer purchase decisions. **Method:** This study uses a quantitative approach with a survey method through the distribution of questionnaires to 96 respondents who have purchased Tempe Yusuf products, selected by purposive sampling technique. 96 respondents were selected because the number met the regression statistical requirements and was considered sufficient to represent the profile of Tempe Yusuf consumers that were relevant to the purpose of the study. Data were analyzed using multiple linear regression with the help of SPSS software. **Result:** The results showed that product quality and word of mouth had a positive and significant effect on purchase decisions, while brand trust did not have a significant influence. **Novelty:** The novelty of this study lies in its focus on local food MSMEs, specifically Tempe Yusuf, and its findings emphasize the dominant role of product quality and word of mouth over brand trust in influencing purchasing decisions within the context of local market competition.

INTRODUCTION

In an increasingly competitive global competitive landscape, the success of a business is not only determined by its ability to produce goods, but also by how the product is perceived and accepted by consumers. In the midst of the rise of digital technology and changes in consumer behavior, micro, small and medium enterprises (MSMEs) as the key to the national economy are required to be able to compete through effective and superior quality marketing strategies. One of the crucial aspects that affects the success of MSMEs in reaching and retaining consumers is the word of mouth strategy because this strategy combines low financing and fast interpersonal communication, especially through technology, such as the internet and social media [1]. Purchasing decisions are not an instant process, but rather the result of emotional and rational considerations influenced by experience, perceptions of quality, and social recommendations. Local MSMEs like Tempe Yusuf must understand the dynamics of consumer behavior and identify the key factors driving purchasing decisions [2] because businesses like Tempe Yusuf play an important role in the context of local business and have the potential to grow amid increasing interest in traditional food products.

The quality of a product is defined as how consumers perceive the product's ability to meet their needs and expectations, which is also the main indicator in building consumer trust. The better the quality of the product, the greater the chance of success of

a business. Product quality is divided into 2 points of view, namely from the manufacturer's point of view where product quality is the main key so that the products produced can attract more consumer buying interest. Meanwhile, from a consumer point of view, product quality is one of the indicators of consumers in meeting their wants and needs [3]. Product quality does not only stand as a technical characteristic inherent in the product itself, but rather on how consumers interpret those qualities based on their perception of the product's suitability with expectations and needs. In the context of manufacturers, product quality is the main strategic weapon to differentiate themselves from competitors, expand market share, and strengthen brand position. This is important because superior quality will create consumer satisfaction which ultimately encourages the formation of loyalty [4]. Meanwhile, from a consumer's perspective, product quality is a benchmark to assess how well a product is able to meet their desires, aspirations, and expectations. When the quality received meets or exceeds expectations, consumers tend to not only make another purchase, but also recommend the product to others, reinforcing the positive word-of-mouth effect. Thus, product quality must start from the customer's needs and end at the customer's perception. This indicates that a good product quality image comes from the customer's perception obtained from their experience of the product [5].

Word of Mouth is the process of consumers sharing their information and opinions about a product, brand, or experience after making a purchase. Previous research has found a good and significant relationship between word of mouth and brand image, brand trust and purchase intent towards Word of Mouth. Both in conventional and digital form Word of Mouth (e-WOM), acts as a highly influential information channel due to its personal and organic nature, and is often considered more credible than commercial advertising [6]. With the development of digital technology, WOM is transformed into e-WOM which has a wider reach and can survive in digital form that can be accessed at any time. This increases the chances of a product or brand to be known to more potential consumers at a relatively low cost compared to conventional promotional campaigns. Word of Mouth (WOM), both conventionally and in digital form known as Electronic Word of Mouth (e-WOM), has become one of the most influential determinants in the consumer decision-making process. WOM occurs when a consumer voluntarily shares experiences, opinions, and recommendations regarding a product, brand, or service with another individual [7]. The strength of WOM lies in a higher level of trust than formal advertising, as it is considered more personalized, organic, and comes from the real user experience. Contemporary research shows that factors such as brand image, brand trust, and purchase intent play an important role in increasing WOM intensity [8]. Consumers who have a positive perception of the brand and feel satisfied with the buying experience are more likely to voluntarily share stories or recommend to others. This not only drives loyalty, but also expands the market through indirect word-of-mouth promotion.

Brand trust (Brand Trust) is a psychological factor that strengthens consumers' confidence in the reputation and consistency of a product, thereby significantly

increasing the likelihood of a repurchase. This trust serves as a foundation that reduces consumers' perception of risk and builds loyalty through consistent positive experiences. Brand image is one of the most important factors that companies must pay attention to in maintaining consumer loyalty. Brand reputation and product consistency directly affect the level of consumer trust, where consistency in quality and service is the main key in maintaining loyalty, especially in small and medium enterprises (SMEs). These three variables are closely related to each other and form an interdependent cycle in the process of forming consumer attitudes towards products. In the framework Theory of Planned Behavior (Ajzen), Positive perceptions of product reputation and consistency encourage the formation of attitudes, subjective norms, and behavioral controls that ultimately increase repurchase intent and behavior. Therefore, examining brand trust, reputation, and consistency simultaneously is relevant to explain consumer purchasing decisions in SMEs, where strategies focused on product transparency and consistency can strengthen customer trust and loyalty on an ongoing basis. Brand trust serves as a mediator that strengthens the influence of customer satisfaction and commitment to loyalty, making it a key factor in retaining customers, especially in the context of e-commerce and small and medium-sized businesses. Trust is a sense of trust that arises in the mind of consumers that they can rely on sellers to provide promising services. Meanwhile, brand trust itself is the willingness of consumers to rely on the brand's ability in accordance with the *fingsi* that has been shown by the brand [9]. Other research shows that consumer trust formed through positive experiences and a good brand image greatly determines customer loyalty in digital platforms such as Tokopedia. Thus, building and maintaining brand trust is a key strategy in increasing business loyalty and sustainability in today's digital era [10].

Purchase decisions are the stages that consumers take to choose and buy products or services to meet their needs and desires. The process includes a number of stages, ranging from the emergence of awareness of needs, information search, assessment of various alternatives, decision making to make purchases, to consumer behavior after the transaction takes place. Purchasing decisions are also included in a series of consumer decision-making processes that are influenced by various factors, including product quality, price, location, promotion, ease of access, and services provided [11]. Other research reveals that prices and consumer reviews online have a significant influence on purchasing decisions. Meanwhile, ease of use does not always have a partial effect, although these factors together affect purchasing decisions on the marketplace platform [12]. In addition, the easy use of technology and consumer trust are also important factors in online transactions, as consumers expect an easy-to-understand and barrier-free system in order to adapt quickly in the purchase process [13]. Cultural, social, and psychological factors also contribute to shaping consumer purchasing behavior, as explained by Kotler and Keller (2016) that purchasing decisions are the result of complex interactions between needs, desires, and the influence of the social environment.

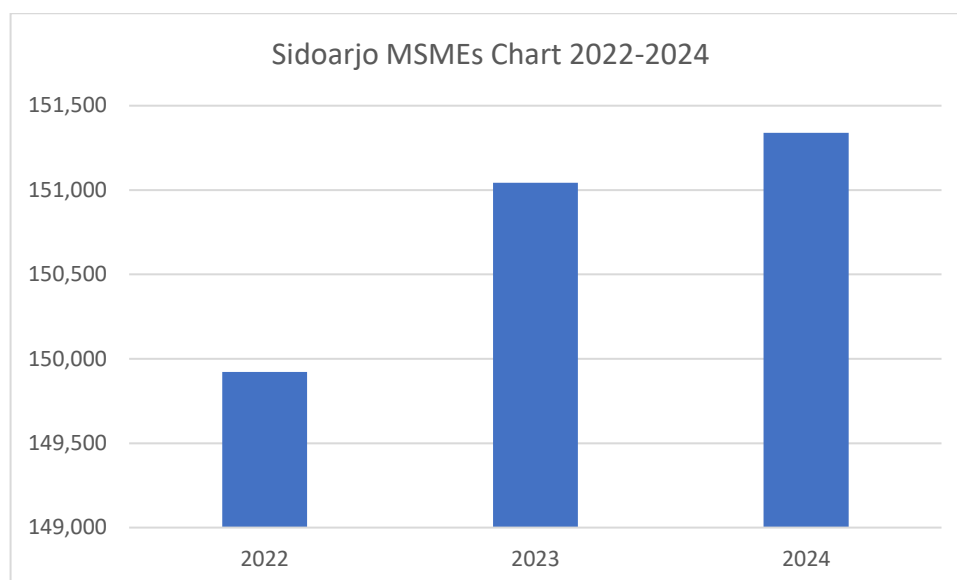


Figure 1. Graph of MSMEs in Sidoarjo.

Source: Data of the Sidoarjo Cooperative Office

This graph illustrates the growth of Micro, Small, and Medium Enterprises (MSMEs) in Sidoarjo Regency over the past three years, especially from 2022 to 2024. This data is sourced from the Sidoarjo Regency Cooperatives and Micro Enterprises Office, which routinely records and monitors the growth of the micro business sector in the region. In 2022, there were 149,922 MSMEs spread across various sub-districts in Sidoarjo. The following year, namely 2023, this number jumped significantly to 151,043 MSMEs. This increase shows the growth of more than 1,000 MSMEs, which is likely a positive result of improving post-pandemic economic conditions, in line with increased entrepreneurship initiatives and local government support for micro-enterprises. However, when compared to the following year, this upward trend is starting to show signs of slowing down. In 2024, the number of MSMEs will continue to increase, reaching 151,339, but the increase is only around 296 units. This may reflect that although the entrepreneurial spirit still exists, its growth capacity is almost at a saturation point, or there may be new challenges that hinder the acceleration of MSME development. Overall, this graph conveys a positive message: MSMEs in Sidoarjo continue to grow and become a vital pillar in the regional economy. However, the slowdown in growth in the past year requires collective attention from local governments, the MSME community, and related stakeholders, to design a more adaptive and sustainable strategy in the future.

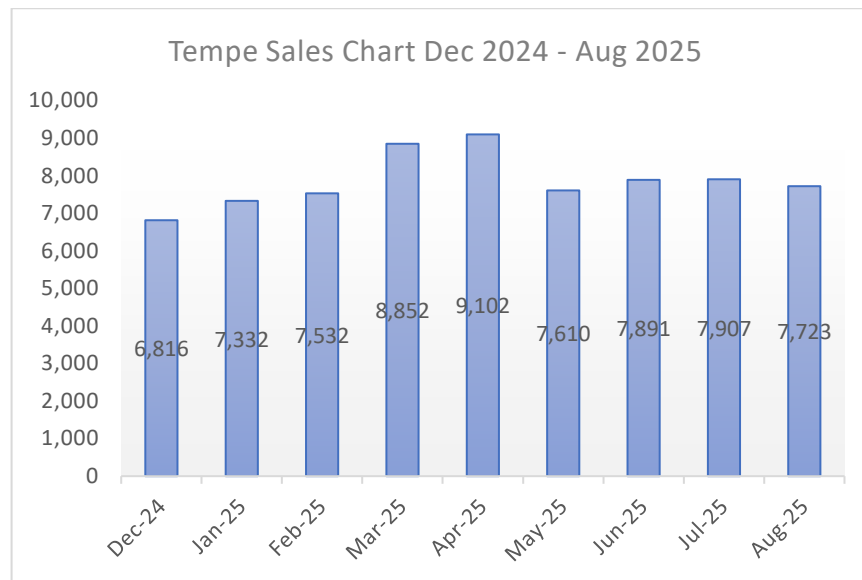


Figure 2. Sales charts.

Source: Yusuf tempe sales data

The chart "Tempe Sales of Yusuf December - June" presents interesting fluctuations in the sales volume of tempeh products. Starting with a low of around 6,816 pcs in December, sales showed a gradual increase until February, reaching around 7,532 pcs. A significant spike occurred in March, soaring to nearly 8,852 pcs, and then reached its impressive peak in April, surpassing 9,102 pcs. However, this positive trend experienced a reversal in May, when sales declined sharply to 7,610 pcs. After that, sales volume tended to be stable, namely 7,891 pcs in June, 7,907 pcs in July, and decreased slightly to 7,723 pcs in August 2025. Analyzed, this chart reveals a stable initial growth pattern (December-February), followed by a period of very rapid sales expansion (March-April), and then a substantial contraction (May-June). The peak sales in March-April showed a very strong demand driver in the period. Given the location in Sidoarjo, East Java, and the current time, one of the strong factors that should be considered is the momentum of Eid al-Fitr. If Eid falls in March-April, the increased consumption and preparation of food for this big celebration is likely to be the main cause of the surge in tempeh sales. The decline after April can then be explained by the normalization of post-holiday demand. To comprehensively understand, it is necessary to conduct further investigation into other factors such as marketing strategies, price dynamics, market conditions, and competitor activities that may also affect this tempeh sales trend.

A number of previous studies have tested the relationship between product quality, word of mouth (WOM), and brand trust with purchasing decisions, although the research is limited to the context of specific products such as cosmetics or digital services. Product quality can be understood as the ability of a brand or product to carry out its function as it has been determined, which at the same time plays a role as a resource in meeting basic human needs [14]. In the context of small and medium enterprises (SMEs) that focus on the production and marketing of traditional Riau foods, concluding that product quality, endorser support, and word of mouth have an influence on consumer buying interest and purchase decisions [15]. This research emphasizes the importance of WOM in the local food industry; However, it has not fully integrated the brand trust variable [15].

Meanwhile, brand trust only acts as a partial mediation variable. This shows that the perception of quality is more dominant than brand loyalty in the context of cosmetic products [16]. MSI cosmetics researchers found that brand trust plays an important role in fostering loyalty and decision-making [17].

From a number of previous studies, it appears that most studies are still centered on products that have established brands that already have a strong market position. In-depth research examining the simultaneous relationship between product quality, word-of-mouth promotion (WOM), and brand trust in the context of traditional local food MSMEs, such as tempeh, is still very lacking, especially from the perspective of micro-consumers in the local area. Furthermore, the variable of brand trust has not been studied in depth in the traditional food industry, although loyalty to local products is strongly influenced by consumer experience and trust in producers. Most of the previous research is also generally quantitative and has not focused on specific case studies such as Tempe Yusuf MSMEs, which are characterized by cultural uniqueness, local consumers, and fermented products. Therefore, this research plays an important role in addressing this gap by providing a new perspective on the purchasing behavior of local consumers towards traditional food products. This research aims to enrich the literature on consumer behavior in the field of MSMEs and offers practical recommendations for local food entrepreneurs to improve quality, WOM communication, and brand trust in an integrated manner. Through a contextual and empirical approach, this research is expected to fill academic gaps and meet practical needs that have not been addressed by previous research.

This research was conducted with the aim of empirically evaluating the extent to which product quality, word of mouth, and trust in brands affect consumer purchase decisions for Tempe Yusuf MSMEs. Achieving this goal is very important to provide a scientific foundation in formulating marketing and brand development strategies for local food MSMEs. From an academic perspective, this research is expected to improve the understanding of consumer behavior theory in the context of MSMEs and strengthen the theoretical framework in micromarketing. Meanwhile, from a practical point of view, the findings of this study can be used as a reference by MSME actors as a basis for making decisions or formulating their business strategies to optimize product quality and develop effective WOM strategies to increase sales. The scope of this study covers all aspects of consumer perception of the quality of Tempe Yusuf's products, the influence of recommendations from the social environment, and the extent to which brand trust influences purchase decisions. With a specific but relevant scope, this research is expected to be able to make a relevant and useful contribution to MSME development efforts in Indonesia's local food sector.

Problem formulation: How product quality, word of mouth and brand trust affect the purchase decision of Tempe Yusuf MSMEs

Research Objectives: Do product quality, word of mouth and brand trust of tempe yusuf MSME have a significant effect on purchase decisions.

SDGs Category: This research is directly related to SDGs point 8: Decent Work and Economist Growth. Research that helps MSMEs develop will support job creation, income increase, and inclusive economic growth <https://sdgs.un.org/goals/goal8>.

Product Quality (X1)

Product quality has a crucial sector that determines how consumers view and choose a product among MSMEs. High-quality products are usually able to provide satisfaction to consumers and encourage repurchases. Thus, product quality has been proven to have a significant impact on purchasing decision making by consumers, especially in terms of product freshness and cleanliness. Other studies highlight that in e-commerce, product quality helps to build buyer trust and reduce risk perception [18]. Recent research states that the perception of quality greatly influences consumer decisions, especially in foods that are consumed directly such as tempeh [19]. Products that have superior quality are generally able to foster consumer satisfaction, while increasing the potential for future repurchases. In this context, some product quality indicators according to [20] Highly relevant and often used in research:

1. Performance: Assessing the extent to which the product can carry out its main function efficiently and optimally.
2. Features: Additional elements that increase the attractiveness of the product.
3. Reliability: Refers to the ability of a product to function consistently and free from failure over a predetermined period of time.
4. Conformance to Specifications: The level of conformity of a product refers to the extent to which the product meets the standards or significance that has been predetermined.
5. Durability: The durability of the product if it is damaged or degraded in function during long-term use.
6. Serviceability: The extent to which the product is easy to repair or maintain in the event of damage.
7. Aesthetic: The visual and aesthetic appeal of the product.
8. Perceived Quality: How the quality of the product is perceived by consumers, even though it is not necessarily in accordance with the actual quality.

In the digital realm, product quality has also proven to be important in building consumer trust and reducing the perception of online purchase risks [21]. This is critical because consumers cannot directly evaluate the physical product before the transaction. Recent research has also shown that the perception of quality greatly influences purchasing decisions, especially in food products that are consumed directly such as tempeh or other traditional foods [22].

Word of Mouth (X2)

Word of Mouth including its electronic form (e-WOM), becoming a very influential promotional channel for MSMEs. WOM is considered more authentic and trusted because it comes from the personal experience of consumers. Studies on Gacoan Noodles show that WOM has a strong influence on purchasing decisions due to social engagement factors [23]. Other research proves that e-WOM plays a big role in shaping online consumer purchasing decisions [24]. In addition, WOM combined with product displays and testimonials can increase the effectiveness of MSME promotion. In the context of social media such as TikTok, e-WOM has a wide effect, especially on the millennial segment [25]. Another study states that WOM conducted in person or digitally has been proven to increase customer purchase intent for food MSMEs [26]. Various brands (for example, Scarlett Whitening, Mie Gacoan, to culinary MSMEs) show that WOM and e-

WOM do not solely have a direct influence on purchase decisions, but are also mediated by other factors such as brand image, perceived quality, customer trust, and hedonic motivation. In the context of TikTok, social engagement factors (Social Engagement) being the main indicator that strengthens the WOM effect, as users tend to follow the recommendations of friends or influencers [27].

Key indicators that can be used to measure the influence of WOM/e-WOM according to [28] on the purchase decision of MSMEs:

1. Recommendation Intention: The extent to which consumers intend to recommend products or services to others.
2. Positive Information Sharing: How often consumers tell about positive experiences to others.
3. Product Discussion Frequency: How often consumers talk about a brand or product in everyday conversations.
4. Willingness to Write Review: Willingness of consumers to give reviews in online or offline media.
5. Influence on Others': DecisionsThe level of influence of consumer recommendations on other people's purchasing decisions.

Brand Trust (X3)

Brand trust (Brand Trust) is the consumer's belief that a brand will always deliver consistent quality and deliver on its product promises. Trust in a brand is the ability of a brand to foster trust in consumers, which arises from the belief that the product is considered successful in realizing the promise of value offered, while fostering the belief that the brand truly prioritizes the satisfaction and interests of its consumers. Another study found that brand trust strengthens WOM and increases repurchase opportunities, especially in local products [29]. This is important for MSMEs because without brand trust, consumers prefer big brands that already have a strong reputation. Brand trust acts as a WOM booster and increases repurchase intention. Trust serves as a mediator between the e-WOM and the buyer's decision. In e-commerce purchases, trust in the brand determines the intention to buy even before the product is tested [30]. Brand trust is very important in MSME products because they often do not have Brand Awareness as big as a large company. Other findings emphasized that brand trust can be formed through the consistency of products, services, and local values carried out by MSMEs [31]. In modern marketing studies, brand trust (Brand Trust) is defined as the consumer's belief that the brand will deliver on its promises in terms of quality, service, and overall experience.

Indicators used to measure brand trust according to [32] that is:

1. Trust in the brand,
2. Brand ability to be reliable (Reliability).
3. Honesty in communication and action.
4. A sense of security provided by the brand (Safety).

Purchase Decision (Y)

A purchase decision describes the final step of consumer behavior when they intend to purchase a particular product, having previously considered several aspects such as product quality, recommendation influence (WOM), and trust in the brand. This study found that on the Shopee platform, consumers are more influenced by quality and trust

than price [19]. Another study confirms that (WOM) and brand awareness simultaneously contribute to influencing consumers' decisions towards local brands [33]. Nyamleng Resto MSME research shows that the combination of WOM, price, and quality drives simultaneous buying interest [26]. This emphasizes the importance of an integrated marketing strategy for MSMEs such as Tempe Yusuf. Purchasing decisions are based not only on economic logic but also on emotions, values, and social relationships [34]. But modern literature confirms that purchasing decisions are not always linear. The era of digital and social media allows consumers to skip or repeat stages, for example directly buying because they are affected by e-WOM

Indicators that are often used to measure purchasing decisions according to [35] that is:

1. Product selection: Buyers are free to decide which product suits their personal preferences and needs.
2. Brand choice: Buyers can choose a product with the brand in mind, either because of their appeal or the habit of using a particular brand.
3. Distributor choice: Consumers decide from which distributor or seller they will buy the product.
4. Purchase time: Consumers have the freedom to determine when the moment is considered most appropriate to make a purchase of a product.
5. Purchase Amount: The consumer has the authority to determine how much quantity of products to be purchased on a single transaction occasion.
6. Payment methods: Consumers can decide how to use the payment when making a transaction.

There are two factors that are the background for individuals to make purchase decisions, namely the desire to buy and the purchase decision that is finally taken itself. There are five stages of a person in making a purchase decision, namely [36]:

1. Need recognition stage: Consumers begin to realize that there are certain needs that require fulfillment.
2. Information search stage: Clients begin to dig up various information regarding the product or service that can meet their needs or solve the problems they are facing.
3. Alternative evaluation stage: Consumers research and compare various product choices based on the information that has been obtained.
4. Purchase decision stage: Consumers decide to buy the product that they consider best suited their needs.
5. Post-purchase behavior stage: The final phase of the consumer's decision process, where they will experience whether or not they will experience a sense of pleasure or not after using the product that has been purchased.

Conceptual Framework

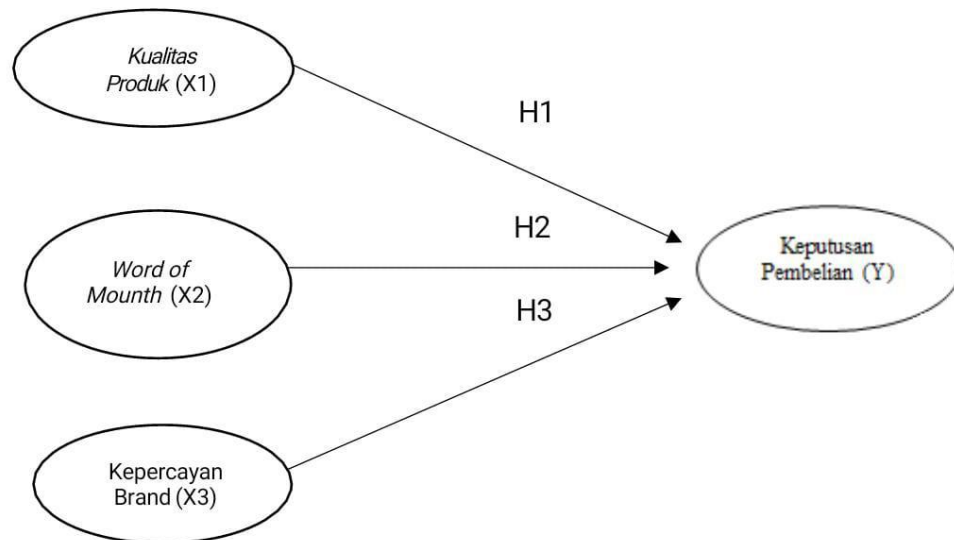


Figure 3. Conceptual Framework.

Research Hypothesis:

H1: Product quality has a significant effect on Purchase Decision.

H2: Word of mount has a significant effect on the Purchase Decision.

H3: Brand awareness has a significant effect on Purchase Decisions.

RESEARCH METHOD

This study involves two types of variables, namely independent variables and dependent variables. The dependent variable studied was the purchase decision (Y), The independent variable in this study consisted of product quality (X1), word of mouth (X2), and brand trust (X3), which were assumed to have an influence on the purchase decision. A more detailed discussion of these variables will be described in the next section. In order to obtain objective and scientifically accountable results, this study applies a quantitative approach that presents data numerically and data processing using statistics. The quantitative approach is based on the positivistic paradigm which emphasizes that a truth can only be accepted if it can be measured and tested empirically. Its characteristics include data in the form of numbers, presentation of results in tables or graphs, the use of hypotheses, and research instruments whose validity and reliability are statistically tested. The strategy applied is a survey through interviews and the distribution of questionnaires to find out the extent of the influence of the independent variables on the bound variables in this study [37].

Population & Sampling

Population in research refers to a subject or object that has been determined in a region at a certain time, which has special characteristics related to the research problem. Population is not just a number, but includes all the characteristics or characteristics possessed by the object of the research. Populations can be individuals, objects, events, or other things that take center stage in the study [38]. In this study, the population is

used as individuals who have made purchases of Tempe Yusuf products with an unlimited number or infinite population.

The technique used is the technique Nonprobability sampling That is a technique where only a few populations can be sampled. The method used is the Purposive Sampling is a sample collection technique that is deliberately carried out by researchers by considering certain criteria or goals that have been set beforehand, for example consumers who have bought and consumed Yusuf's tempeh. This technique prioritizes the subjective assessment of the researcher so that the samples taken are truly relevant to the research objectives [39]. A sample refers to a set of populations taken through a specific procedure, which is expected to adequately represent the characteristics of the overall population. The use of samples allows the research to be carried out more efficiently, both in terms of time, cost, and effort, compared to if it had to involve the entire population, but it is still expected that the results can be generalized to a wider population [40]. There are several samples that will be used:

- a. Male or Female who is 18-50 years old
- b. Consumers who buy Tempe Yusuf at least 1x

The number of samples in this study uses the Lemeshow formula, because the number of consumers is unknown, here is the formula.

$$n = \frac{z_1^2 - \frac{\alpha}{2} p(1-p)}{d^2}$$

n = Number of Samples

Z = Confidence level (95%, z = 1.96

p = Maximum estimate (50%)

d = Alpha/large error tolerance (10%-0.1)

So the amount that will be taken for this research is

$$n = \frac{1,962 \times 0,5 (1-0,5)}{0,1^2}$$
$$n = \frac{3,8416 \times 0,26}{0,01}$$
$$n = 96.04$$

The number of samples in the Lemeshow formula above is 96.04 people, so the number of respondents that will be used is 96 consumer respondents who have bought Yusuf's tempeh products.

Data Source

In this study, primary data sources are information collected by researchers directly from the research object without intermediaries, for example through the implementation of surveys with questionnaires or interviews with respondents. This study obtained primary data through the responses of respondents who filled out questionnaires distributed to consumers of Yusuf's tempe products [41].

Data Collection Techniques

This research obtained data through interview and documentation techniques. Where interviews were conducted with the help of instruments in the form of

questionnaires, while documentation was used to obtain secondary data. The questionnaire (questionnaire) is arranged in a checklist format with a choice of answers that have been available, so that respondents only need to choose the most suitable option. The measurement scale used is the Likert scale. The data obtained were then analyzed through two approaches of quantitative analysis and descriptive analysis. Descriptive analysis is used to provide a clear picture of segmentation, targeting, and positioning, making it easier to understand the characteristics of the target market as well as the strategies applied in reaching consumers and their relationship with purchasing decisions. Quantitative analysis is applied to test the hypothesis that has been established through the way of analyzing numerical data from the research sample [42].

Data Analysis Techniques

The data processing in this study uses the IBM SPSS Statistics application version 27 on the Windows operating system. SPSS itself (Statistical Product and Service Solutions) is a statistical software that is widely used in scientific research to facilitate data analysis. With SPSS, the data that has been collected can be imported and processed through SPSS Data Editor which is able to read various data formats, such as Excel (.xlsx) and .csv files. Furthermore, in order to test the validity of the research instrument, the validity test is carried out to ensure the extent to which the research instrument can accurately measure the variables that are the object of the research. In practice, the validity test in SPSS is carried out through the analysis of item-total correlation (corrected item-total correlation), to ensure that each question item in the instrument is truly valid in describing the construct being studied.

Multiple Linear Regression Analysis

Use multiple linear regression to estimate variation in bound variables by involving more than one independent variable as a predictor. In this study, there are three dependent variables and one independent variable. So that the multiple linear regression model can be mathematically expressed through the following equation:[43]

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Purchase Decision

a = Constant

B1-B3 = Regression coefficient

X1 = Product Quality

X2 = Word of Mouth

X3 = Brand Trust

e = Error

Test Data Instruments

1. Validity Test

The validity test process is carried out to confirm that the research instrument is actually measuring the construct or variable that is intended to be measured. Thus, validity guarantees the suitability between the measuring tool and the concept to be

studied. An instrument is considered valid if the question items show a significant relationship with the total score, usually tested using the Pearson Product Moment correlation. If the value of r is equal to or exceeds the r of the table at a significance level of 0.05, then the question can be confirmed to be valid, because the instrument measures what should be measured. Validity is important to ensure the accuracy of the measurement of the research variables [44].

2. Reliability Test

Reliability test is a technique used to determine the extent to which a measurement instrument is able to provide consistent or stable results when used repeatedly. An instrument can be declared reliable if the measurement results obtained remain consistent even though the measurement process is carried out at different times. One commonly used method is Cronbach's Alpha, where an alpha value of ≥ 0.7 indicates that the instrument has a good level of reliability. Reliability is important so that the instrument can be trusted and the results of the research can be replicated.

Classic Assumption Test

1. Normality Test

Normality tests were performed to assess whether the residual in the distributed regression model was normal. Kolmogorov-Smirnov is one of the techniques used for this test. If the value produced by the significance exceeds 0.05, then the residual is declared to be normally distributed. However, if the value is below 0.05, it can be concluded that the residual is not distributed normally [45].

2. Multicollinearity Test

The multicollinearity test was performed to check that there was no strong or near-perfect correlation between the variables in the regression model. The high correlation findings among independent variables are indicative of multicollinearity. Conversely, a regression model is considered feasible if the independent variables stand alone without correlating with each other [45].

3. Heteroscedasticity Test

The heteroscedasticity test aims to check whether there is a difference in residual variance between observations in a regression. The heteroscedasticity condition arises when the residual variance is not constant or varies from one data to another, indicating that the variables in the model have an inhomogeneous distribution of variance. On the other hand, homogeneity is achieved when the regression model has consistent or uniform variance. Ideally, in a regression model, it is expected that the residual will have a uniform or stable variance between observations, so that there are no fluctuations that can affect the validity of the model estimate, which means that it is homoscedastic and free from the symptoms of heteroscedasticity [45].

4. Autocorrelation Test

The purpose of the autocorrelation test is to test whether there is a relationship or correlation in a linear regression model in the time error at time t and the time error of the previous period ($t-1$). This test aims to identify relationships between observational data sets arranged in temporal or spatial order [45].

Hypothesis Test

1. T test

The t-test is used to assess the significance of the regression coefficient partially, i.e. to identify whether each independent variable separately has a significant impact on the bound variable. If the significance value (Sig) obtained is equal to or less than 0.05, then it can be ascertained that the independent variable (X) has a significant influence on the bound variable (Y)[46].

2. Coefficient Determination Test

The coefficient of determination has a very important role in measuring the extent to which independent variables can influence or explain variations in bound variables. The value of R^2 is in the range between 0 to 1. If the R^2 value is low, it indicates that the contribution of the independent variable in explaining the change in the dependent variable is relatively small. Conversely, the smaller the number 1, the greater the percentage of variation in dependent variables that can be explained by non-dependent variables in the model, so that the model is said to have excellent predictive capabilities.

RESULTS AND DISCUSSION

Results

Respondent Characteristics Results

Table 1. Respondent Characteristics.

Category	Description	Sum	Percentage
Age	18-25	33	34,40%
	26-35	32	33,30%
	36-50	31	32,30%
Gender	Man	47	49,00%
	Woman	49	51,00%

This study involved 96 respondents, when viewed from the results of the analysis of respondent characteristics, it shows that the distribution of age and gender is quite even. Respondents aged 18–25 years amounted to 33 people or 34.40%, the age group of 26–35 years was 32 people or 33.30%, and the age group of 36–50 years reached 31 people or 32.30%. This shows that the study involved participants from different age ranges in almost equal proportions. Meanwhile, based on gender, male respondents were recorded as many as 47 people or 49.00% and women as many as 49 people or 51.00%. This composition confirms that the study succeeded in gathering views from respondents with diverse age distribution and relatively equal gender representation, so that the results can be considered more representative and balanced.

Test Data Instruments

1. Validity Test

Table 2. Validity Test.

Variable	Statement	r-Count	r-Table	Information
Product Trusts	P1	0,699	0,1986	Valid
	P2	0,747	0,1986	Valid
	P3	0,557	0,1986	Valid
	P4	0,695	0,1986	Valid
	P5	0,716	0,1986	Valid
	P6	0,727	0,1986	Valid
	P7	0,613	0,1986	Valid
	P8	0,751	0,1986	Valid
Word of Mouth	P1	0,75	0,1986	Valid
	P2	0,773	0,1986	Valid
	P3	0,787	0,1986	Valid
	P4	0,755	0,1986	Valid
	P5	0,613	0,1986	Valid
Brand Trust	P1	0,805	0,1986	Valid
	P2	0,775	0,1986	Valid
	P3	0,705	0,1986	Valid
	P4	0,811	0,1986	Valid
Product Reliability	P1	0,73	0,1986	Valid
	P2	0,716	0,1986	Valid
	P3	0,728	0,1986	Valid
	P4	0,723	0,1986	Valid
	P5	0,619	0,1986	Valid
	P6	0,581	0,1986	Valid

Source: SPSS, data processed 2025

Judging from the results of all questionnaire questions from each variable (X) and variable (Y), it turns out that it has a greater correlation value than the r table with a value of 0.198. This means that each question item in the questionnaire has a significant relationship to the total score of the variables it represents. Thus, all question items are declared valid because they are able to measure the construct that should be measured. This validity is important so that the data collected truly reflects the real condition of the respondents. With these results, the research instrument can be confirmed to be feasible for use in further analysis, both for hypothesis testing and for drawing empirical conclusions.

2. Reliability test

Table 3. Reliability test.

Variable	Cronbach's Alpha	R critical	Information
Product Trust (X1)	0,837	0,60	Reliable
Word of Mouth (X2)	0,785	0,60	Reliable
Brand Trust (X3)	0,775	0,60	Reliable
Purchase Decision (Y)	0,771	0,60	Reliable

Source: SPSS, data processed 2025

Reliability tests are used to measure the consistency of the questionnaire. If viewed from the results of the data above, it can be concluded that the variables of flash sale promotion, online customer reviews, celebrity endorsements, and purchase interest are said to be valid or reliable because they have a Cronbach's Alpha value of $> 60\%$. Based on the results, the Cronbach's Alpha value for the product confidence variable is 0.837, which indicates good reliability. Meanwhile, the variables Word of Moth (0.785), brand trust (0.775), and purchase decision (0.771) had excellent reliability values, as the alpha value exceeded 0.80. This means that all variables in the questionnaire are reliable for the research.

Classic Assumption Test

1. Normality Test

Table 4. Normality test.

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
	N		96
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		2,10204782
Most Extreme Differences	Absolute		,087
	Positive		,061
	Negative		-,087
	Test Statistic		,087
	Asymp. Sig. (2-tailed) ^c		,069
Monte Carlo Sig. (2-tailed) ^d	Sig.		,068
	99% Confidence Interval	Lower Bound	,062
		Upper Bound	,075

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS, data processed 2025

The test results showed that the significance value of Asymp. Sig. (2-tailed) by 0.069 and Monte Carlo Sig. (2-tailed) by 0.068. Both values are greater than the significance level of 0.05. Thus, it can be concluded that the distribution of residual data is normal. This residual normality is important because if the data is not distributed normally, the results of the regression coefficient estimation can be biased and inefficient. Normal distributions show that the regression model has met the basic assumptions to produce accurate and reliable predictions. In addition, the results of this test also strengthen the validity of the model, because the normality of the residual data indicates that the independent and dependent variables in the study have a relationship that can be explained in a linear manner.

2. Multicollinearity Test

Table 5. Multicollinearity Test.

	Type	Coefficient				Collinearity Statistics		
		Unstandardized Coefficients	Std. Error	Standardized Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2,417	1,469		1,646	,103		
	Product Quality	,478	,090	,613	5,293	,000	,210	4,753
	Word of Mouth	,215	,098	,211	2,187	,031	,303	3,297
	Brand Trust	,117	,129	,079	,906	,367	,375	2,664

a. Dependent Variable: Purchase Decision

Source: SPSS, data processed 2025

The results of the multicollinearity test showed that the Tolerance For the product quality variable is 0.210, word of mouth is 0.303, and brand trust is 0.375. All values Tolerance greater than the minimum limit of 0.10, which means there is no indication of serious multicollinearity. In addition, the Variance Inflation Factor (VIF) obtained also supports this conclusion. The product quality variable had a VIF value of 4,753, word of mouth of 3,297, and brand trust of 2,664. All of these values are below the threshold of 10, so it can be ensured that the regression model is free from multicollinearity problems. This condition suggests that each independent variable has a unique contribution to the model, without any excessive correlation with the other variables. Thus, the regression model used in this study can be interpreted more accurately, and the results of the analysis of the influence of product quality variables, word of mouth, and brand trust on purchasing decisions can be trusted to draw empirical conclusions.

3. Heteroscedasticity Test

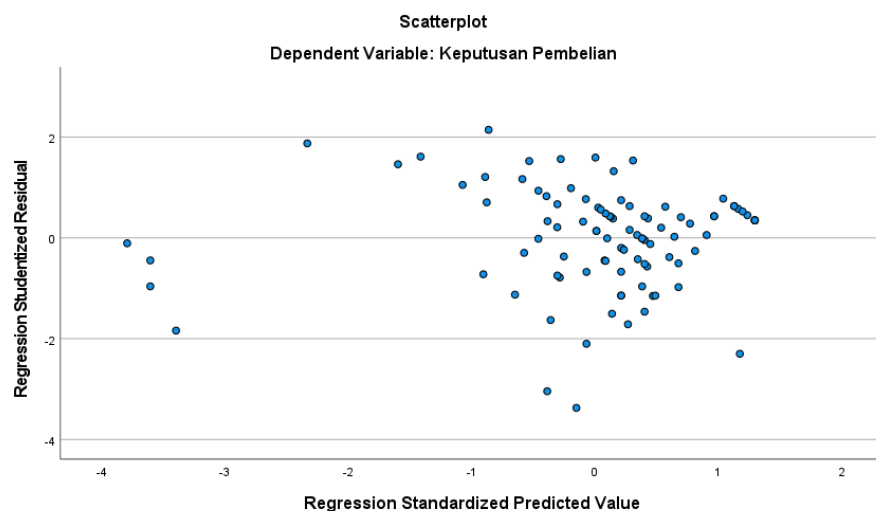


Figure 4. Heteroscedasticity Test.

Source: SPSS, data processed 2025

From the above results, it is possible to draw conclusions about the absence of heteroscedasticity problems in the data because the plot in the scatterplot above can be seen that the residual points are scattered randomly, either above or below the zero on the Y axis. This condition shows that the residual variance is constant at each prediction value. Based on these results, it can be concluded that in this regression model there is no heteroscedasticity problem.

4. Autocorrelation Test

Table 6. Autocorrelation Test.

Type	R	R Square	Model Summary ^b		
			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,860a	,740	,732	2,13605	1,415

a. Predictors: (Constant), Brand Trust, Word of Mouth, Product Quality

b. Dependent Variable: Purchase Decision

Source: SPSS, data processed 2025

From the table above, the Durbin-Watson value is obtained as 1.415. Furthermore, this value is compared with the Durbin-Watson value of the table at a significance level of 0.05 with the number of independent variables (K) = 3 and the number of samples (N) = 96. Based on the Durbin-Watson table, the lower limit value (dL) = 1.604 and the upper limit (dU) = 1.733, as well as the value $(4 - dU) = 2.267$ and $(4 - dL) = 2.396$. Since the DW value of 1.415 is smaller than the lower limit ($dL = 1.604$), it can be concluded that in this regression model there is an indication of positive autocorrelation.

Hypothesis Test

1. T test

Table 7. T test.

Type	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2,417	1,469			1,646	,103
Product Quality	,478	,090	,613		5,293	,000
Word of Mouth	,215	,098	,211		2,187	,031
Brand Trust	,117	,129	,079		,906	,367

a. Dependent Variable: Purchase Decision

Source: SPSS, data processed 2025

a. The Effect of X1 on Y

It is known that the significance value is $0.001 < 0.05$ and the t-value is calculated $5.293 > 1.985$, so it can be concluded that H1 is accepted, which means that there is a positive and significant influence between the Product Quality variable X1 on the Purchase Decision Y.

b. The effect of X2 on Y

It is known that the significance value is $0.031 < 0.05$ and the t-value is calculated $2.187 > 1.985$, so it can be concluded that H2 is accepted, which means that there is a positive and significant influence between the Word of Mouth variable X2 on the Purchase Decision Y.

c. The effect of X3 on Y

It is known that the significance value is $0.367 > 0.05$ and the t-value is calculated as $0.906 < 1.985$, so it can be concluded that H3 is rejected, which means that there is no significant influence between the Brand Trust variable X3 on Y's Purchase Decision.

2. Coefficient Determination Test

Table 8. Coefficient Determination Test.

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,860 ^a	,740	,732	2,13605

a. Predictors: (Constant), Brand Trust, Word of Mouth, Product Quality

b. Dependent Variable: Purchase Decision

Source: SPSS, data processed 2025

The determination test (R^2) shows how much an independent variable can explain the dependent variable. The R-Square value obtained of 0.740 indicates that 74.0% of the influence on Purchase Interest can be assessed and explained by independent variables (Product Quality, Word of Mouth, and Brand Trust), while the remaining 24.0% is explained by factors outside the model.

*Discussion***H1: Product quality has a significant effect on the Purchase Decision.**

The results of the first hypothesis test show that product quality has a positive and significant influence on the purchase decision. This means that the higher the quality of the product that consumers feel, the more likely they are to make a purchase decision. These findings reinforce the understanding that product quality is one of the main factors that determine consumer behavior in choosing a particular product.

When viewed from the indicators, product quality in terms of performance and reliability encourages consumers to believe that products can meet their needs consistently. In addition, aesthetic indicators and perceived quality indicators also help to form a positive image in the minds of consumers, thereby increasing the tendency to buy Tempe Yusuf compared to other products. Thus, the purchase decision is not only determined by the functional benefits, but also how the consumer interprets the overall quality of the product.

Theoretically, product quality is seen as a key factor that can influence purchasing decisions because it is directly related to consumer satisfaction and value perception. According to previous research, consumers will trust products that are able to provide

real benefits, have durability, and meet their expectations [47]. In the context of this study, respondents in the productive age range (18–50 years) tended to be more rational in assessing quality before making a purchase, so it is not surprising that product quality contributes significantly to their choices. Thus, the theory about the importance of product quality as a basis for purchasing decision-making is empirically supported by the results of this study.

The results of this study are also in line with several findings that found that product quality has a significant influence on purchase decisions, other studies also prove the positive influence of product quality on consumer decisions where the higher the quality of the product provided, the higher the level of satisfaction obtained by consumers [48]. However, these results are not entirely consistent with other studies that have found that product quality does not have a significant effect on local coffee purchase decisions, as other factors such as promotion and brand image are more dominant [49]. These differences in results can be explained by variations in the industry context, product type, and the presence of intermediate variables that strengthen or weaken the influence of product quality. Thus, the findings of this study underscore the importance of product quality, although the effect can differ depending on the context and characteristics of the market.

H2: Word of Mouth has a significant effect on Purchase Decisions.

The results of the study show that Word of Mouth (WOM) has a positive and significant effect on purchasing decisions. This indicates that recommendations and information shared by other consumers, either directly or through digital media, are able to increase the confidence of potential consumers to buy products. WOM indicators such as intent recommend (Recommendation Intention) and the dissemination of positive information (positive information sharing) proven to encourage potential buyers to have more confidence in Yusuf's Tempe products. Meanwhile, the product discussion (Product Discussion Frequency), both in everyday conversations and on social media, expanding the reach of promotions organically. Other indicators such as willingness to give feedback (willingness to write review) and influence on the decisions of others (influence on others' decisions) shows that shared consumer experiences are able to significantly influence other people's purchasing decisions. Thus, WOM has proven to be an effective and credible marketing communication medium for MSMEs.

Theoretically, the influence of Word of Mouth Purchasing decisions can be explained through marketing communication theory and social trust theory. According to previous research, it is stated that Word Of Mouth (WOM) is a process of communication in the form of giving recommendations either individually or in groups to a product or service that aims to provide information personally [50]. Consumers tend to trust recommendations from family, friends, or the community because they are considered more objective and based on real experience, in the context of this study respondents are most likely to rely on the experiences of those closest to them who have used the product, so that the positive perception that spreads strengthens the confidence to buy.

The findings of this study are in line with the results of other studies that show that Word of Mouth has a significant effect on consumers' purchasing decisions on local food products because recommendations from those closest to them are often considered more honest and trustworthy than commercial advertising [51]. This opinion is not in line with research that states that Word of Mouth does not have a significant effect on products with strong brands, because consumers rely more on brand image than recommendations [52]. These differences in results confirm that the Word of Mouth It depends heavily on the product category, brand reputation, and the level of consumer involvement in the purchase decision.

H3: Brand Trust has a significant effect on Purchase Decisions.

The results of the study show that Brand Trust has no significant effect on the purchase decision. These findings suggest that while trust in brands is important in building long-term relationships, Tempe Yusuf consumers prioritize product quality and recommendations from others as the main consideration in making purchasing decisions. However, the Brand Trust remain relevant for long-term strategies. Brand honesty (Honesty) and the ability of brands to be reliable (reliability) can be the foundation in maintaining consumer satisfaction. Meanwhile, a sense of security (Safety) that the brand offers as well as consumer confidence in the brand (Trust) potentially strengthen loyalty in the future. This shows that although brand trust has not yet become the dominant factor in the context of this study, these indicators are still important for Tempe Yusuf MSMEs to pay attention to in order to strengthen their brand position in the market and improve consumer purchasing decisions in a sustainable manner.

Theoretically, the influence of brand trust can be explained through trust theory (Trust Theory) and brand concept (relationship quality). According to previous research, brand trust is the foundation of a long-term relationship between consumers and brands, where consumers are confident that brands are able to deliver value as expected consistently. This trust builds a sense of security and reduces the risk that consumers may feel before making a decision. If a brand is considered credible, competent, and reliable, then consumers tend to be more loyal and quick in making a purchase. In this study, factors such as quality consistency, positive reputation, and good experience with brands made respondents more confident in making their choices. Therefore, brand trust directly contributes to strengthening consumers' purchasing decisions.

The findings of this study are in line with the results of other studies that show that brand trust has a significant effect on purchasing decisions on local products. Trust in the brand has proven to be an important factor that encourages consumers to feel safe and confident in choosing a product. [53]. This opinion is not in line with research that states that brand trust has no significant effect on purchasing decisions because consumers consider product features and price more [54]. These differences show that the influence of brand trust is greatly influenced by product categories, levels of competition, and consumer orientation to the functional or emotional aspects of the chosen product.

CONCLUSION

Fundamental Finding : Based on the results of the data analysis and discussions that have been carried out, it can be concluded that product quality variables have been proven to have a positive and significant effect on consumer purchase decisions in Tempe Yusuf MSMEs, showing that the higher the quality of the products offered, the greater the tendency of consumers to make purchases. The word of mouth variable also has a positive and significant effect on purchasing decisions, confirming that recommendations or information conveyed by consumers, either directly or through digital media, play an important role in encouraging other consumers to make purchasing decisions. The brand trust variable does not have a significant effect on purchasing decisions, indicating that although brand trust is important in the long term, in this context it has not been the main driver of consumer decisions in buying Tempe Yusuf products. **Implication :** These findings suggest that Tempe Yusuf MSMEs should consistently improve product quality and strengthen word of mouth strategies through consumers and digital platforms to enhance purchasing decisions, as these factors have been shown to be more effective than relying solely on brand trust. **Limitation :** The study is limited to consumers of Tempe Yusuf MSMEs, so the results may not generalize to other MSMEs or industries with different consumer characteristics and competitive environments. **Future Research :** Future research could expand the scope to include other MSME sectors, explore additional variables such as consumer satisfaction, price perception, and brand image, and analyze how digital marketing innovation influences consumer purchasing behavior in the local food industry.

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