

Factors Determining Purchasing Decisions: A Review of Social Media, E-WOM, and Product Quality

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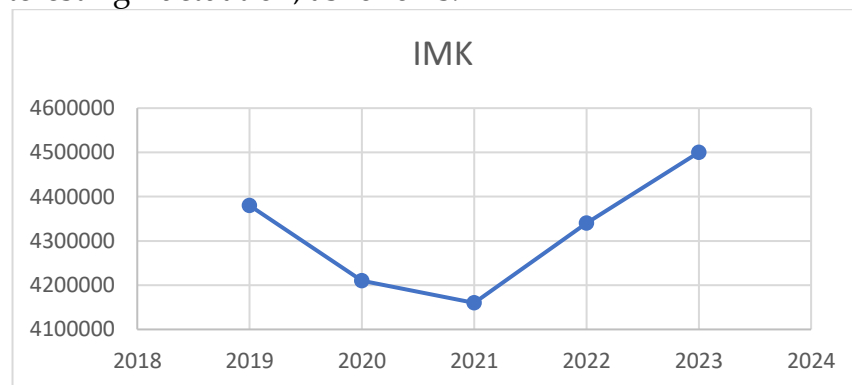
ABSTRACT

This study aims to analyse the influence of social media, e-WOM, and product quality on purchasing decisions among consumers of Donlight Donut Shop. This study uses a quantitative method with data collection through questionnaires distributed directly. Non-probability sampling was used with the accidental sampling method, involving 110 respondents. Data analysis was assisted by SPSS 20. The results of the study indicate that social media, e-WOM, and product quality have a significant positive influence on purchasing decisions. The findings of this study can assist Donlight in improving its operational strategies, particularly in social media, e-WOM, and product quality, to maintain consumer purchasing decisions and enhance competitiveness in the food business.

INTRODUCTION

The development of the creative economy (ekraf) is predicted by the majority of experts to experience growth compared to 2022. Experts predict that growth will be influenced by innovation and creativity from business/industry players (69.05%). When examining the sub-sectors, the culinary sub-sector is expected to grow rapidly, driven by the return of dine-in services, Ramadan, and the 2024 Creative Economy Political Year. The culinary sector has seen innovation and creativity, as the culinary business in Indonesia offers unlimited opportunities, ranging from franchises, partnerships, to modern food and beverage innovations. Additionally, the consumerist lifestyle of Indonesian society is driving the growth of large culinary businesses, which in turn encourages consumers to purchase culinary products (Lukman et al., 2023).

The culinary scene in Banyumas Regency has grown rapidly over the years thanks to the large number of people starting culinary businesses and the high profit potential. The presence of SME centres has also contributed to the increasing number of culinary businesses and can help boost the local economy. These SMEs can also present business opportunities for the community. These SMEs can also present business opportunities for the community. According to data compiled by the Central Statistics Agency, the development of the number of Micro and Small Industries (MSI) in Indonesia over the past five years has shown an interesting fluctuation, as follows:



Source: Bps.go.id

Figure 1. IMK

In 2019, the number of IMKs was recorded at 4.38 million business units. However, due to the impact of the COVID-19 pandemic, this number decreased to 4.21 million units in 2020 and continued to decline in 2021 to 4.16 million units. Nevertheless, a recovery trend began to emerge in 2022, with the number of SMEs increasing again to 4.34 million units, and continuing to show positive recovery, reaching 4.5 million business units in 2023. This increase reflects the recovery of economic activity post-pandemic and the active role of the government in promoting entrepreneurship, empowering MSMEs, and digitising the small and micro industry sector (Central Statistics Agency, 2023). The food and beverage industry is now increasingly developing, with consumers prioritising their spending on food product purchases. As a result, food and beverage businesses are striving to attract consumers and meet their needs by offering the food or

beverage products they desire. (Roibafi et al., 2022).

Donlight is one of the most well-known and rapidly growing donut shops in Purwokerto. The shop is strategically located in the city centre, making it easily accessible to the public. With its modern store concept and interior design featuring attractive colours, Donlight has successfully captured the attention of consumers from various backgrounds. The business was founded by Arif and began operations in 2022 using a pre-order (PO) system. As time went on and consumer interest grew, Donlight opened its first outlet in September 2023, located on Jl. Puteran, Purwokerto Timur. One of Donlight's unique features is its system allowing customers to choose donut toppings according to their preferences, providing a personalised experience for each consumer. Researchers selected Donlight as the subject of this study because it is a local product originating from Purwokerto. Through this research, it is hoped that contributions can be made to advancing and strengthening the competitiveness of local products in the region.

Many factors can influence purchasing decisions, such as social media variables, e-wom, and product quality in today's digital age. Social media is used because it has become the main platform for businesses to market products and build interactions with consumers. Consumers today tend to search for information through social media platforms before making purchasing decisions. Then, the e-wom variable is digital word-of-mouth promotion. The influence of e-WOM on purchasing decisions is increasingly significant as consumer trust in other users' opinions grows compared to advertisements from manufacturers. Product quality remains the most critical factor in achieving success for a product. While social media promotions and positive reviews can attract consumer attention, product quality remains the primary determinant in creating satisfaction, loyalty, and repeat purchases.

A purchasing decision is an evaluation of several alternative courses of action from a process in which a person decides on one of several options, and the result of the integration of attitudes and knowledge that ultimately determines their choice. This process involves the formation of preferences for certain products, which ultimately leads to the choice and desire to purchase those products, and finally the decision to purchase them. (Marlius & Mutiara, 2022).

Social media is personal communication for sharing between individuals using public media that can be shared with anyone without being specific to a particular individual (Anggraeni & Djuwita, 2019). Technological advancements, such as those in the field of telecommunications, have become highly sophisticated, enabling communication without limitations imposed by distance or space, and offering greater freedom. The development of social media platforms like Instagram, TikTok, Facebook, and others continues to grow. These technological advancements can also be beneficial for entrepreneurs in conducting promotions. Previous studies conducted by Hm et al. (2020), Andhyka et al. (2024), dan Puirih et al. (2020), Shadrina & Sulistyanto (2022), Prasetyo et al. (2021), Riskyady & Sulistyowati (2021), dan Ningrum et al.

(2023), shows that the existence of social media has a significant positive impact on purchasing decisions.

As technology has developed, the use of Electronic Word of Mouth (E-WOM) is considered more effective than Word of Mouth (WOM), which is simply passed on from person to person Priansa (2016). E-WOM is a response or opinion from consumers, both positive and negative, about products they have purchased and used. It is distributed via the internet so that many people can see it. H & P (2021). Previous studies, as shown in Rahmadani et al. (2024), Waringga et al. (2023), and others, indicating that E-WOM increases purchasing decisions.

Product quality is a characteristic of a product or service that depends on its ability to meet the stated or implied needs of customers, Kotler and Armstrong (2015:253) Given the intense competition in the food industry today, companies or business owners must carefully consider and plan well-thought-out strategies to compete with other food businesses. Business operators are required to develop strategies to compete, such as innovating various unique food and beverage products, determining product quality that differs from competitors to establish a unique identity and distinctive characteristics. Juwita (2021). A number of previous studies, such as those conducted by Roibafi et al. (2022), Juwita (2021), Grandhis (2022), and other researchers, revealed that product quality has a positive and significant effect on purchasing decisions.

Based on previous research by Hasan & Sohail (2021), which found that social media influences consumer purchasing decisions, this study adds the variables of E-WOM and Product Quality based on previous research by Anggraeni & Djuwita (2019) which found that E-WOM and Product Quality influence purchasing decisions. In addition, the distinctive feature of research compared to previous studies lies in its focus on Donlight customers.

LITERATURE REVIEW

S-O-R Theory (Stimulus, Organism, Response)

In 1953, Carl Iver Hovland proposed the S-O-R (Stimulus, Organism, Response) theory, which was developed from communication and psychology. According to this theory, the content of a stimulus message influences a person's response. The message can be accepted or rejected depending on its appeal to the recipient. If the message is well understood, it will cause a change in attitude. The better the quality of the product being communicated, the easier it is for the stimulus to be accepted and build trust in the product. As a result, the organism or recipient will be more motivated to attract consumers' attention to the product or service being offered. This theory states that behavioural change is influenced by the interaction between the quality of the stimulus and the organism, where the quality of communication is the key to its success. (Suryadi et al., 2023)

Purchase Decision

A purchasing decision is an action that leads to a purchase and is ultimately followed by post-purchase behaviour. What is meant by action here is the process of recognising the need and desire for a product, assessing available resources, determining the purpose of the purchase, and considering various alternatives. In order for a purchasing decision to be made correctly, a person

needs to have reasons and objectives that underlie that choice (Puirih et al., 2020).

Social Media

Social media refers to websites or applications that allow users to create and share content while interacting with other users Hudson (2020). In the past, marketing products or services was mostly done through offline methods. On the other hand, in this era of rapid technological and internet development, sellers and companies are required to adapt by switching to online sales. Now, more and more people are realising that sales through social media or online methods are more effective and efficient than offline methods (Bate', 2019).

E-WOM

Elektronik Word of Mouth (E-WOM) is a form of online communication where consumers exchange opinions or reviews about products or services, both positive and negative. E-WOM is very important for marketing in today's technological era and can be conveyed through various internet platforms such as social media or product review sites. E-WOM has become very important and can even serve as a reference. Consumers are more motivated to buy goods or services if the reviews are more positive and favourable. (Amin et al., 2021).

Product Quality

There is another theory presented by Arianti et al. (2020), Product quality is related to the product's performance, which includes overall aspects, accuracy, durability, ease of repair, operational sustainability, and other aspects related to the product. Therefore, product quality is key to how good the product is and must be able to provide product satisfaction to consumers, and is expected to exceed competitors or at least be comparable to competing products.

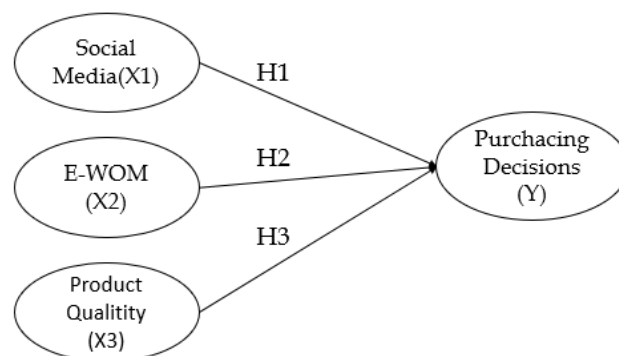


Figure 2. Conceptual Framework

The hypothesis in this study is that:

- H1 : Social media has a significant positive influence on purchasing decisions.
- H2 : E-WOM has a significant positive influence on purchasing decisions.
- H3 : Product quality has a significant positive influence on purchasing decisions.

METHODOLOGY

This quantitative study uses non-probability sampling, in which not all members of the population have an equal chance of being selected as samples. Accidental sampling is used, which involves selecting samples based on chance, or anyone who happens to meet the researcher by chance and is suitable to be a data source (Sugiyono, 2017). Visitors who make purchases at the Donlight Donut Shop are included in the research sample.

This study used 110 respondents. The data in this study was obtained through questionnaires distributed to visitors of Donlight Donut Shop. The study used a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree.

Data were collected and processed using SPSS 20 software. The data analysis stages consisted of validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, descriptive statistics, as well as coefficient of determination (R^2) testing, simultaneous testing (F), and partial testing (T). These are some of the data analysis methods used.

RESEARCH RESULT

Respons Rate

Table 1. Respons Rate

No	Description	Number of Questioner	Percentage (%)
1	Questionnaires that were distributed	110	100
2	Completed questionnaire	110	100
3	Unreturned questionnaire	0	0
4	Questionnaires that are worth analyzing	110	100

Source: processed data

Individuals who have made purchases at Donlight Donut Shop are the respondents of this research. A non-probability sampling method was used in this research. In this study, questionnaires were distributed over a period of three weeks, with the aim of obtaining 110 respondents. During that time, 110 respondents completed the questionnaire. Therefore, 110 respondents were eligible for analysis.

Responden Description

Table 2. Deskripsi Responden

No	Description	F	Percentage (%)	No	Description	F	Prosentase (%)
1.	Gender			3.	Job		
	Male	54	49		Student	52	47
	Female	56	51		Private Employee	22	20
	Total	110	100		Civil Servant	10	9
					Self Employed	21	19
2.	Age				Etc.	5	5
	18-25 years old	85	77		Total	110	100
	26-33 years old	21	19				

No	Description	F	Percentage (%)	No	Description	F	Prosentase (%)
	34-41 years old	3	3				
	>41	1	1				
	Total	110	100				

Source: processed data by SPSS 20

Based on the results of the respondent description analysis, the dominant factors in visiting and making purchases at Donlight based on gender, age, and occupation were 56 people (51%) women, then 85 people (77%) in the 18-25 age group, and 52 people (47%) were students.

Descriptive Statistical Analytics

Table 3. Analisis Statistik Deskriptif

Variabel	Quenstions Item	Min	Max	Mean	St.Dev	Definition Mean
Social Media	X1.1	2	5	4,74	0,463	Agree
	X1.2	3	5	4,58	0,565	Agree
	X1.3	2	5	4,26	0,519	Agree
	X1.4	2	5	4,41	0,547	Agree
	X1.5	1	5	4,66	0,475	Agree
	X1.6	2	5	4,31	0,538	Agree
E-WOM	X2.1	4	5	4,91	0,289	Agree
	X2.2	3	5	4,60	0,510	Agree
	X2.3	3	5	4,80	0,424	Agree
	X2.4	3	5	4,68	0,487	Agree
	X2.5	4	5	4,61	0,490	Agree
Product Quality	X3.1	4	5	4,70	0,460	Agree
	X3.2	4	5	4,70	0,460	Agree
	X3.3	3	5	4,64	0,520	Agree
	X3.4	4	5	4,62	0,488	Agree
	X3.5	3	5	4,23	0,616	Agree
	X3.6	3	5	4,25	0,612	Agree
Purchasing Decisions	Y.1	3	5	4,79	0,430	Agree
	Y.2	3	5	4,20	0,571	Agree
	Y.3	3	5	4,51	0,520	Agree
	Y.4	4	5	4,55	0,499	Agree

Source: processed data by SPSS 20

The results of the descriptive analysis show that the highest respondent responses were for the social media variable, with an average value of 4.74 and a lowest value of 4.26. followed by the highest score for the e-WOM variable at 4.91 and the lowest at 4.60, the highest score for the product quality variable at 4.70 and the lowest at 4.23, and the highest average score was shown by the purchase decision variable, with a value of 4.79 and the lowest at 4.20.

Validity Test

Table 4. Validity test

Indicator	R count	R table	Descripts	Indicator	R count	R table	Descripts
Social Media				Product Quality			
X1.1	0,601	0,190	VALID	X3.1	0,465	0,190	VALID
X1.2	0,611	0,190	VALID	X3.2	0,454	0,190	VALID
X1.3	0,591	0,190	VALID	X3.3	0,553	0,190	VALID
X1.4	0,718	0,190	VALID	X3.4	0,521	0,190	VALID
X1.5	0,583	0,190	VALID	X3.5	0,724	0,190	VALID
X1.6	0,701	0,190	VALID	X3.6	0,741	0,190	VALID
E-WOM				Purchasing Decisions			
X2.1	0,640	0,190	VALID	Y1	0,470	0,190	VALID
X2.2	0,740	0,190	VALID	Y2	0,798	0,190	VALID
X2.3	0,607	0,190	VALID	Y3	0,794	0,190	VALID
X2.4	0,722	0,190	VALID	Y4	0,787	0,190	VALID
X2.5	0,751	0,190	VALID				

Source: processed data by SPSS 20

According to Ghozali (2018), all items were declared valid in the validity test because the calculated r value for each item was higher than the table r value for each item. Therefore, the validity test requirements were met, and the data could be analysed further.

Reliability Test

Table 5. Reliability test

Variabel	Cronbach's Alpha	Nilai Sig	Information
Social Media (X1)	0,704	> 0.6	Reliable
E-WOM (X2)	0,733	> 0.6	Reliable
Product Quality (X3)	0,604	> 0.6	Reliable
Purchasing Decisions (Y)	0,679	> 0.6	Reliable

Source: processed data by SPSS 20

Based on the reliability test, each variable has a Cronbach's Alpha value above 0.60, so it is considered reliable. This means that the variables have met the reliability requirements and can be used in this study. (Ghozali, 2018).

Normality Test

Table 6. Normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	,26582580
Most Extreme Differences	Absolute	,080
	Positive	,080

	Negative	-,063
Kolmogorov-Smirnov Z		,835
Asymp. Sig. (2-tailed)		,489

Source: processed data by SPSS 20

The Kolmogorov-Smirnov normality test using SPSS produced a significance level of 0.489. Since this value exceeds 0.05, the data from 110 respondents can be declared normally distributed. (Ghozali,2018)

Multicollinearity Test

Table 7. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,267	,473		,565	,573		
1 Social Media	,431	,097	,397	4,455	,000	,640	1,562
E-WOM	,199	,099	,169	2,011	,047	,721	1,386
Product Quality	,308	,094	,269	3,261	,001	,749	1,335

Source: processed data by SPSS 20

The above research results conclude that multicollinearity symptoms were not found because the tolerance values of each variable were greater than 0.10 and the VIF values were less than 10. (Ghozali, 2018).

Heterocedastisity Test

Table 8. Heterocedastisity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,863	,291		2,969	,004
1 Social Media	-,075	,060	-,149	-1,258	,211
E-WOM	-,031	,061	-,056	-,503	,616
Product Quality	-,039	,058	-,074	-,673	,502

a. Dependent Variable: ABRESID

Source: processed data by SPSS 20

From the test results, it is known that each variable has a significance value above 0.05, which means that no heteroscedasticity was found. Therefore, the research can proceed to the next analysis process. (Ghozali, 2018)

Multiple Regression Analysis Test

Table 9. Multiple Regression Analysis Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,267	,473		,565	,573
1 Social Media	,431	,097	,397	4,455	,000
E-WOM	,199	,099	,169	2,011	,047
Product Quality	,308	,094	,269	3,261	,001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: processed data by SPSS 20

$$Y = 0.267 + 0.431X_1 + 0.199X_2 + 0.308X_3$$

The constant value (α) of 0.267 indicates that if the variables of social media, e-wom, and product quality are 0 or unchanged, then the purchase decision is 0.267.

The explanation of the regression equation is as follows:

$\beta_1 = 0.431$, which means that every 1-unit increase in social media will increase purchasing decisions by 0.431 units, assuming other independent variables remain constant.

$\beta_2 = 0.199$, which indicates that every 1-unit increase in e-WOM will result in a 0.199-unit increase in purchase decisions if other variables remain unchanged.

$\beta_3 = 0.308$, which indicates that a 1-unit increase in product quality will increase the purchase decision by 0.308 units if other independent variables remain constant.

Coefficient of Determination Test (R^2)

Table 10. Coefficient of Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,679 ^a	,462	,446	,26956

a. Predictors: (Constant), KUALITAS PRODUK, E-WOM, MEDIA SOSIAL

Source: processed data by SPSS 20

The adjusted R^2 value is 0.446 or 44.6%, indicating that 44.6% of the changes in the dependent variable (purchase decision) are influenced by the independent variables used in this study, namely Social Media, E-WOM, and Product Quality. In other words, this equation model can explain 44.6% of the variation in purchase decisions, while the remaining 55.4% is explained by external factors outside the variables used in this study. Additionally, based on the R-Square value of 0.462, the coefficient of determination is 46.2%. The R value of 0.679 indicates a relationship or correlation of 67.9% between the independent and dependent variables.

F Test (Goodness of Fit)

Table 11. F test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6,606	3	2,202	30,306	,000 ^b
Residual	7,702	106	,073		
Total	14,309	109			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PRODUK, E-WOM, MEDIA SOSIAL

Source: processed data by SPSS 20

From the results of the Goodness of Fit test using the F test referring to the ANOVA value, it is known that the model can be considered feasible if the significance value is less than 0.05. Based on the ANOVA results, a significance value of 0.000 indicates that this model is significant and can be used in research.

T Test (Hypothesis Test)

This test is used to determine the effect of each independent variable (X) on the dependent variable (Y) (Ghozali, 2018). Based on the regression test results, the regression coefficient (β_1) for the social media variable was 0.431 with a positive direction because $\beta_1 > 0$. The calculated t-value is 4.455, which is greater than the table t-value of 1.658, and the significance level is 0.000, which is less than the significance level of 0.05 ($\alpha < 0.05$). Thus, the results indicate that social media has a positive and significant influence on purchasing decisions. Therefore, the first hypothesis (H1), which states that social media influences purchasing decisions, can be accepted.

The regression test results show that the regression coefficient (β_2) value for the electronic word of mouth (e-WOM) variable is 0.199 with a positive direction because $\beta_2 > 0$. The calculated t-value of 2.011 is greater than the table t-value of 1.658, and the significance level is 0.047, which is smaller than the significance level of 0.05 ($\alpha < 0.05$). Thus, the positive coefficient value and the significant t-test result indicate that e-WOM has a positive and significant effect on purchasing decisions. Therefore, the second hypothesis (H2) is accepted.

The regression analysis results show that the regression coefficient (β_3) for the product quality variable is 0.308 with a positive direction because $\beta_3 > 0$. The calculated t-value of 3.261 is greater than the table t-value of 1.658, and the significance value is 0.001, which is less than the significance level of 0.05 ($\alpha < 0.05$). Thus, these results indicate that product quality has a positive and significant effect on purchasing decisions. Therefore, the third hypothesis (H3) can be accepted.

DISCUSSION

The Influence of Social Media on Purchasing Decisions

Statistical analysis results show that social media has a positive and significant effect on Donlight customers' purchasing decisions. This is supported by findings that the better Donlight's social media management, the higher the

tendency for customers to make purchases. This finding aligns with the Stimulus-Organism-Response (S-O-R) concept, where social media acts as a stimulus that influences consumers (organism) in making purchasing decisions.

In addition to being a promotional tool, social media also serves to build interaction between companies and customers. Satisfaction with a product encourages consumers to provide testimonials or recommendations through social media, strengthening the role of social media in the purchasing decision-making process. In its implementation, Donlight leverages social media to connect with potential customers through the presentation of engaging, educational, and interactive content. Social media serves as an effective communication tool as it can evoke emotions and spark consumer interest in products. With the right social media strategy, consumer interest in purchasing products will continue to grow.

These results are consistent with previous research by Andhyka et al. (2024), Puirih et al. (2020), Shadrina & Sulistyanto (2022), Prasetyo et al. (2021), Riskyady & Sulistyowati (2021), as well as Ningrum et al. (2023), which states that social media has a positive and significant influence on purchasing decisions. Thus, it can be concluded that social media is one of the main factors that positively and significantly influences Donlight consumers' purchasing decisions.

The Influence of E-WOM on Purchasing Decisions

The results of statistical analysis indicate that the second hypothesis (H2) is accepted, which means that E-WOM has a positive and significant effect on Donlight customers' purchasing decisions. This finding is reinforced by the analysis results showing that E-WOM is more effective than conventional word-of-mouth (WOM) communication. Through advancements in digital technology, E-WOM can disseminate product information more quickly and widely. This finding aligns with the Stimulus-Organism-Response (S-O-R) theory, where E-WOM acts as a stimulus influencing consumers in making purchasing decisions. With E-WOM, consumers not only obtain information from their surroundings but can also access other users' experiences from various sources, thereby increasing trust and encouraging purchasing decisions.

The results of this study are in line with the findings of previous studies by Rahmadani et al. (2024), Waringga et al. (2023), Nyoko & Samuel (2021), Abdurrahman & Ayuningsih (2020), as well as Inayati et al. (2022), which also states that E-WOM has a positive and significant effect on purchasing decisions. Thus, it can be concluded that E-WOM is one of the effective marketing communication strategies for Donlight in increasing consumer purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on statistical results, the third hypothesis (H3) was accepted, which means that product quality has a positive and significant effect on Donlight consumers' purchasing decisions. This finding is supported by an analysis showing that product quality is closely related to its ability to meet good quality standards. Factors such as product performance, functional accuracy, durability,

ease of maintenance, and consistency are the main determinants of product quality. Product quality is an important element in shaping customer satisfaction levels. High-quality products are expected not only to meet customer expectations but also to compete with or even surpass the quality of competitors' products. Satisfaction with high-quality products encourages customers to make repeat purchases or recommend them to others. This finding aligns with the Stimulus-Organism-Response (S-O-R) theory, where product quality acts as a stimulus that influences customer response. When customers receive products that meet their expectations, it evokes feelings of satisfaction and joy, and encourages the desire to make repeat purchases. In the long term, customers may become loyal or recommend the product to others.

The results of this study are consistent with previous studies conducted by Lutfila Roibafi et al. (2022), Juwita (2021), Grandhis (2022), Mulia & Risnawati (2020), Shah et al. (2023), Sunarsi (2020), as well as Mappatempo & Rizal (2023), which also shows that product quality has a positive and significant effect on purchasing decisions. However, there are other research results by Sintya et al. (2024) dan Wijastuti et al. (2024) which showed different results. Thus, it can be concluded that product quality plays an important role in influencing Donlight consumers' purchasing decisions, particularly in building customer satisfaction and loyalty.

CONCLUSIONS AND RECOMMENDATIONS

According to the research and discussion, this study concludes that social media, electronic word of mouth (E-WOM), and product quality positively and significantly influence consumer purchasing decisions. This study has limitations in terms of the relatively short time frame of its implementation, so data collection was only carried out during a specific period and was unable to capture the dynamics or changes in consumer behaviour in the long term.

ADVANCED RESEARCH

Social media, electronic word of mouth (E-WOM) and product quality are three factors discussed in this study in relation to purchasing decisions. With 110 respondents, the results of the study are not sufficient to describe the actual situation. Therefore, further studies are recommended to increase the sample size to obtain more optimal, relevant, and representative results. Additionally, future researchers are encouraged to include other variables such as promotional prices and other factors that may influence purchasing decisions to enrich the analysis results. Donlight should continue to strategically utilise platforms like Instagram and TikTok through engaging content to increase product interaction and visibility. Furthermore, Donlight should manage consumer reviews effectively, encourage positive feedback, and respond promptly to criticism to build customer trust. In addition to digital promotions, maintaining consistent product quality is crucial for enhancing customer satisfaction and loyalty, while also strengthening positive electronic word of mouth (E-WOM).

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