

## The Effect of Product Quality, Brand Image, E-Word of Mouth, Free Shipping Promo, and Online Customer Rating on Purchasing Decisions for Nocturn.Co Online Products

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### ABSTRACT

This research had the aim to find out about the effect of product quality, brand image, e-word of mouth, free shipping promo, as well as online customer rating on purchasing decisions. Structural Equation Modeling (SEM) was implemented as the technique for data analysis, with the use of SmartPLS version 4.0 software. The population consists of Nocturn.co customers who have made a purchase. Roscoe method was used as the sampling technique, which resulted in a total of 103 respondents. The findings revealed that brand image, free shipping promo, as well as online customer rating positively and significantly affect purchasing decisions, whereas product quality and electronic word of mouth do not affect purchasing decisions.

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## **INTRODUCTION**

The development of this era continues to experience growth and changes that occur at an increasingly accelerated pace each year. The integration of internet connectivity makes it easier for consumers to access information regarding existing online store products. Business people can impact consumer decisions in selecting the offered products through digital marketing so that consumers can see the available products and even the store quality, which ultimately leads to purchasing decisions. From the findings by Yansahrita et.al (2023). digital marketing is capable in reaching a broader target audience and increasing brand recognition, which allows consumers to become more familiar with a product.

Nocturn.co is one of the fashion brands that operate as a Micro, Small, and Medium Enterprises (MSME). Nocturn. co-products are a local brand made in Indonesia. With ethnic concepts, styles, and designs, Nocturn.co offers a unique appeal to the public, especially young people. Nocturn. co-products focus on quality over quantity aspect, with emphasis on superior quality rather than large quantity. The products offered are resin necklaces and bracelets, sold primarily through online platforms. Nocturn.co uses e-commerce, such as social media (Instagram, Facebook) as well as marketplaces like Shopee to reach its target market, which is young people. Challenges arose as sales experienced fluctuations from 2021 to 2023.

In the fashion industry, consumer purchasing decisions are impacted by numerous factors, including product quality, brand image, e-word of mouth, free shipping promos, as well as online customer ratings. The convenience of online shopping also plays an important role, as consumers can easily search for information, compare products. as well as read reviews without needing to visit physical stores. This becomes a challenge for companies to ensure an adequate online shopping experience. The theory underlying this research is the Engel-Blackwell-Miniard consumer purchase decision model, which explains the decision-making process from need recognition to post-purchase evaluation (Setiyawan, 2013). This research focuses on the information search to the purchase stage, which reflects how consumers consider purchasing decisions based on their needs as well as desires that they have (Suparwi & Fitriyani, 2020).

Among the factors that can impact purchasing decisions, product quality is one of them. Product quality theory, based on the opinion of Tjiptono (1999), is conceptually the producer's subjective understanding of "something" that can be offered to achieve organizational goals by fulfilling consumers' needs as well as desires, following the organization's competence and capacity, along with purchasing power. Product quality, as described by Anjani (2021), is the condition of a product assessed based on its compliance with established measurement standards and its suitability to customer needs. Research by Karnawati & Santoso (2023), Fathorrahman et al. (2022), Fatmaningrum (2020), Aghitsni & Busyra (2022), Aditi et al. (2023), and Ananto et al. (2023) found that product quality positively and significantly affects repurchase intention. However, research by Kartika (2021), Marlius & Putra (2022), Nadiya &

Wahyuningsih (2020), and Lelet et al. (2022) found that product quality does not affect purchasing decisions.

Brand image is another determining factor in purchasing decisions. Purchasing decisions, as defined by Kotler and Armstrong (2016: 177) in Wardani & Santosa (2020), is a part of consumer behavior, which is how individuals, groups, or organizations select, purchase, make use, as well as how services, goods, experiences, or ideas satisfy the needs and wants that they have. From research by Apriany & Gendalasari (2022), Nurliyanti et al. (2022), Calistarahma (2023), Damayanti & Munarsih (2023), Sintiah & Anwar (2024), Sunarsih & Ernawati (2023), Syafiandra et al. (2024), brand image positively and significantly affects purchasing decisions, whereas research by Utami & Hidayah (2022), Ani et al. (2021), Wowor et al (2021), Ababil & Walyoto (2024), Fauzi & Maulana (2024) revealed that brand image does not impact purchasing decisions.

E-word of mouth is another influencing factor for purchasing decisions. E-word of mouth, based on the opinion of Wangsa (2022), is communication between consumers through online media, where they share negative or positive statements regarding a product based on their personal experiences. This aligns with the research by Yusuf et al. (2023) who concluded that along with the growth of e-word of mouth, customer perceptions will also increase towards purchasing decisions. Conversely, when e-word of mouth is low, the decision to make purchases also decreases. Research by Fatmawaty et al. (2024), Giffary & Adhilla (2023), Putri & Junia (2023), Fajriyah & Karnowati (2023), Rahmah & Supriyono (2022) indicates that the e-WOM variable positively and significantly affects purchasing decisions. Whereas the research by Agustina et al. (2023), Wati & Rahayu (2024), and Rahmawati et al. (2023) revealed that the e-WOM variable does not affect purchasing decisions.

Free shipping promo is a variable that impacts purchasing decisions. Based on research by Istiqomah & Marlana (2020) and Febriah et al. (2023), free shipping promos have been proven to help consumers obtain more affordable prices and attract interest in purchasing products, as the shipping costs do not increase the total product price. This is also relevant to Nocturn.co, which applies free shipping promos to attract consumers and boost sales. This variable was studied to understand how free shipping promos impact purchasing decisions, as well as to provide insights into this strategy's effectiveness in encouraging purchases and customer loyalty. Research by Ibrahim et al. (2024), Damayanti (2024), Kurniadi (2023), Dwitama et al. (2024), and Latifah & Nurmalasari (2023) concluded that free shipping promos positively and significantly affect purchasing decisions. Whereas research by Wardoyo et al. (2023), Elsasari (2021), and Yulistiyani et al (2024) revealed that free shipping promos do not affect purchasing decisions.

Similarly, online customer rating (OCR) impacts purchasing decisions. Positive ratings as well as reviews from the first customers can increase the trust of other potential buyers who were initially hesitant to purchase the same product (Istikhoroh et al., 2023). As emphasized by Riyanjaya & Andarini (2022), the higher the ratings, the greater the consumers' satisfaction with a service or product. Research by Harli et al. (2021) also supports that high ratings increase

consumer purchase interest. Some studies such as Anggraini et al. (2023) and Syarifah & Mastrianti (2022) concluded that customer ratings significantly affect purchasing decisions, whereas other studies such as Aisyah & Rosyidi (2023) and Aini et al. (2022) found that ratings show no significant impact.

This research is an extension of earlier research by Yulia et al. (2023) titled "The Effect of Product Quality, Brand Image, and E-Word of Mouth on Purchasing Decisions for NOTBRAND.CO Online Clothing Products in DKI Jakarta". Previous research revealed that Product Quality, Brand Image, as well as E-Word of Mouth significantly affect purchasing decisions. The main difference in this research is the addition of two new independent variables, which are Free Shipping Promo as well as Customer Rating, taken from the research of Febriah et al. (2022), because these two variables also impact purchasing decisions significantly. This research aims to explore deeper into the influencing factors for purchasing decisions, particularly in the growing e-commerce market.

## **LITERATURE REVIEW**

### ***Theory Of Planned Behavior (TPB)***

The theory of Planned Behavior (TPB) focuses on how individuals consider their actions and then how they realize them in decision-making (Ajzen, 1991). Behavioral intentions direct an individual to perform a behavior. Conceptually, three factors influence an individual's intention to act, which are: attitude towards behavior, subjective norms, as well as perceived behavioral control (Ajzen, 1991). The theory generally states that the greater the support for the attitude toward the behavior, subjective norms regarding the behavior, as well as control over the behavior, the stronger the individual's intention to engage in the considered action (Ajzen, 1991).

### ***Product Quality***

Product quality, as defined by Kotler & Keller (2016), is the totality of a product's features and characteristics related to its ability to meet customers' stated or implied needs. Product quality affects perceived behavioral control by instilling confidence in consumers that the decision to purchase the product is right and will provide the expected benefits. The greater the perceived behavioral control, the stronger the consumers' behavioral intention to purchase the product, as explained in the TPB theory by Ajzen (1991). Furthermore, according to Sopiah & Sangadji (2016), product quality consists of 6 elements, which are performance, reliability, features, durability, consistency, as well as design.

### ***Brand Image***

Brand image is the association or perception that consumers form based on their recollections of a product. Brand image is not inherent in the features, technology, or type of product itself, it arises from advertising, promotions, or its users. Through brand image, consumers can recognize a product, evaluate its quality, reduce purchasing risks, gain certain experiences, as well as obtain satisfaction from the product (Keller 1993) in Lin (2007). A positive brand image can strengthen subjective norms through social influence and positive

expectations from others. Thus, brand image contributes to the formation of consumer behavioral intentions to make purchases, as described in TPB by Ajzen (1991). Brand image indicators according to Freddy Rangkuti (2014) are: recognition, reputation, affinity, as well as loyalty.

### ***Electronic Word of Mouth (E-WOM)***

Electronic word of mouth is a form of communication by consumers through digital media. As described by Kotler & Armstrong (2021: 1556), e-WOM is communication carried out digitally via social media, email, blogs, or other interactive platforms, where consumers share their experiences as well as opinions regarding a certain service or product with other consumers by involving recommendations and comments from their trusted people. Electronic word of mouth impacts subjective norms by creating social expectations through digital recommendations, comments, as well as reviews. When these social norms support specific behaviors, such as buying a product, then E-WOM directly increases consumers' behavioral intentions to perform these actions, following TPB by Ajzen (1991). Indicators of e-WOM are: intensity of opinion, valence of opinion, as well as content (Goyyete et al (2012) in Candra (2023).

### ***Free Shipping Promo***

Free shipping promo is a marketing strategy where the seller covers the shipping costs of an item to the customer's address. Based on the opinion of Pardiyono et al (2022), free shipping promos are a form of short-term promotion by providing limited coupons with a minimum transaction amount. Free shipping promos impact attitudes toward behavior by creating positive perceptions regarding the benefits gained from the purchase. This positive attitude becomes one of the main factors that drive consumers' behavioral intentions to buy the product, in line with TPB by Ajzen (1991). Indicators of free shipping promos are: attract attention, attract, stimulate the desire to buy, as well as encourage purchases (Sari, V.N., & Nugroho (2019) in Muhdiawati (2024).

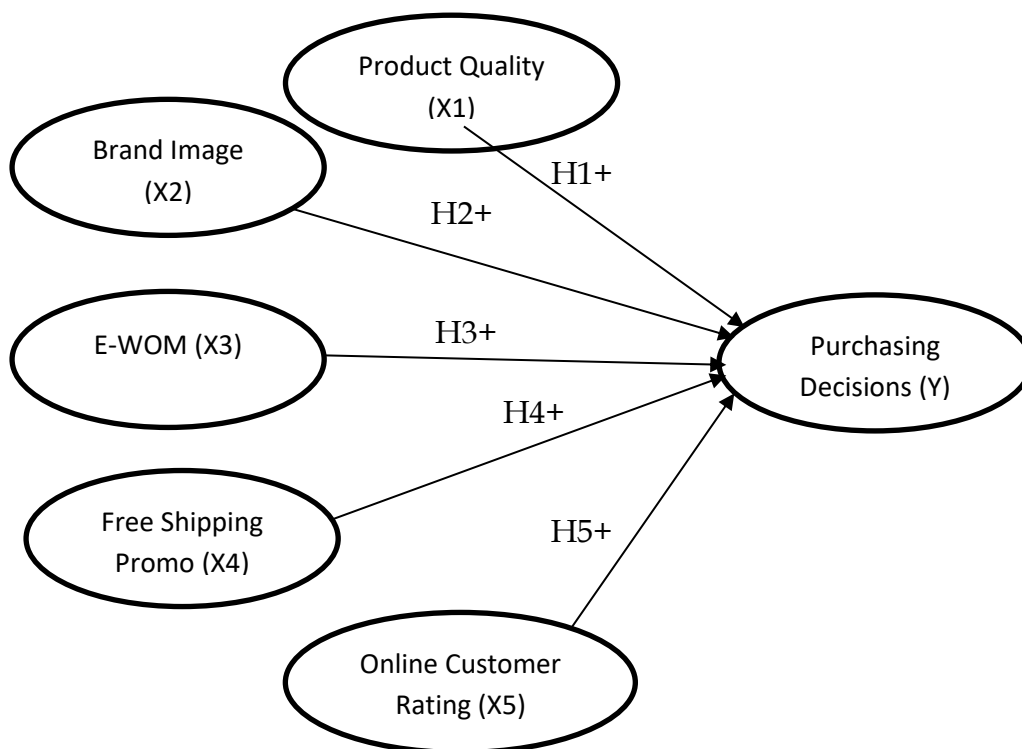
### ***Online Customer Rating***

Online Customer rating is a rating system used by customers to give an evaluation of the services or products provided. As stated by Chaffey & Smith (2017: 347), online customer rating is a rating system that allows customers to evaluate products or services through methods like star ratings or comments to share their experiences directly to provide a more tangible picture of the product or service quality. Higher and more convincing online customer ratings affect perceived behavioral control by instilling confidence in consumers that they can make the right purchasing decisions. Based on TPB by Ajzen (1991), the greater the confidence, the stronger the customers' intention to buy the product, as they feel they have sufficient and accurate information to act. Indicators of online customer rating are: transparency, privacy, as well as validation (Shaker et al. (2021) in Auria & Rivai (2024).

### ***Hypothesis***

H1: Product Quality has a positive and significant effect on Purchasing Decisions.

- H2: Brand Image has a positive and significant effect on Purchasing Decisions.  
H3: Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions.  
H4: Free Shipping Promo has a positive and significant effect on Purchasing Decisions.  
H5: Online Customer Rating has a positive and significant effect on Purchasing Decisions.



**Figure 1. Conceptual Framework**

(H1-H5 tests the direct effect of each variable X1-X5 on purchasing decisions)

## METHODOLOGY

The quantitative method was selected by the researcher to be used for this study, with a survey approach to collect data. The population under study was Nocturn.co customers, with purposive sampling used for sample selection. The sample criteria chosen are customers who have made at least one purchase through social media platforms or Shopee. Referring to Roscoe (2020), the sample size used for this study was 103 respondents, which is considered sufficiently representative of a larger population based on statistical calculations.

The questionnaire was distributed in the form of an online form (Google Form) to Nocturn.co customers who actively use social media or the marketplace Shopee. To measure the existing variables, researchers used a Likert scale with five points, ranging from 1 (strongly disagree) to 5 (strongly agree) for each question. Each variable consists of statements based on relevant indicators, which become the benchmarks for each variable item. This study's variables consist of product quality, brand image, electronic word of mouth (e-WOM), free shipping promo, as well as online customer ratings as independent variables,

with purchasing decisions as the dependent variable. The data obtained from the questionnaire were then analyzed with the use of the Partial Least Squares (PLS) method with Smart PLS 3 software to test the associations between the variables.

## RESEARCH RESULT AND DISCUSSION

From the survey involving 103 respondents who are customers of Nocturn.co, the respondent characteristics indicate that the majority have purchased products from Nocturn.co, frequently read other customers' comments, and tend to make purchases based on product ratings. In terms of monthly income, most respondents (45.6%) earn more than Rp2,000,000.

The measurement model can proceed to the inner model stage if the validity and reliability criteria are met. However, not all indicators passed the initial calculation. This table presents the measurement model analysis results for variables such as Product Quality, Brand Image, e-WOM, Free Shipping Promo, Online Customer Rating, as well as Purchasing Decisions. Each variable is tested based on the loading factor, AVE, as well as Composite Reliability.

As stated by Ghozali (2021:68), a good loading factor value must exceed 0.7. In general, most indicators show a good loading factor (>0.7), an indication that the validity of the indicators is quite high. Ghozali (2021: 70) also stated that the AVE value must exceed 0.50, while the composite reliability value must exceed 0.60. Both the AVE and Composite Reliability demonstrate strong reliability, with most values exceeding 0.7, an indication of a stable and reliable model. However, the Feature indicator (KP3) for Product Quality was rejected due to a low loading factor (<0.7).

Table 1. Variable, Indicator, Loading Factor Running 1, Loading Factor Running 2, AVEs and Composite Reliability

Variables	Indicators	Loading Factors <sup>a</sup>	Loading Factors <sup>a</sup>	AVEs <sup>b</sup>	Composite Reliability
		Running 1	Running 2		
<b>Product Quality</b> (Sopiah & Sangadji 2016:80)	Performance (KP1)	0.800	0.813	0.694	0.919
	Reliability (KP2)	0.884	0.895		
	Features (KP3)	0.684	<b>Rejected</b>		
	Durability (KP4)	0.820	0.824		
	Consistency (KP5)	0.823	0.835		
	Design (KP6)	0.796	0.794		
<b>Brand Image</b> (Freddy Rangkuti (2014) in Riyanto & Permana (2014)	Recognition (CM1)	0.865	0.865	0.723	0.912
	Reputation (CM2)	0.894	0.894		
	Affinity (CM3)	0.782	0.782		

	Loyalty (CM4)	0.856	0.856		
<i>Electronic word of mouth (Goyyete e (2012:52) in Candra (2023)</i>	Intensity of Opinion (EWOM1)	0.855	0.855	0.761	0.905
	Valence of Opinion (EWOM2)		0.869	0.869	
	Content (EWOM3)	0.894	0.894		
<b>Free Shipping Promo (Sari, V.N., &amp; Nugroho (2019) in Muhdiawati et al. (2024)</b>	Attract Attention (PGOK1)	0.834	0.834	0.699	0.903
	Attractive (PGOK2)	0.803	0.803		
	Stimulate the Desire to Purchase (PGOK3)	0.855	0.855		
	Encourage Purchases (PGOK4)	0.852	0.852		
	Transparency (CR1)	0.889	0.889	0.760	0.904
<b>Online Customer rating (Shaker et al. (2021) in Auria &amp; Rivai (2024)</b>	Privacy (CR2)	0.826	0.826		
	Validation (CR3)	0.898	0.898		
<b>Purchasing Decisions (Kotler &amp; Armstrong (2021:613)</b>	The Presence of Needs (KEPEM1)	0.829	0.829	0.684	0.916
	Information Search (KEPEM2)	0.834	0.834		
	Evaluation of Alternatives (KEPEM3)	0.803	0.803		
	Purchasing Decisions (KEPEM4)	0.824	0.824		
	Post-purchase Behavior	0.846	0.846		

(KEPEM5)

AVE: Average Variance Extract

- a) An acceptable Loading Factor value exceeding 0.70  
 In general, most indicators show good loading factors ( $>0.7$ ), an indication that the validity of the indicators is quite high.
- b) An acceptable Loading Factor value exceeding 0.50  
 AVE shows good results ( $>0.50$ ), an indication that the validity of the indicators is quite high and acceptable.
- c) An acceptable Composite Reliability value exceeding 0.60  
 The composite reliability value shows good results ( $>0.60$ ), an indication that the reliability of the indicators is quite high and acceptable.

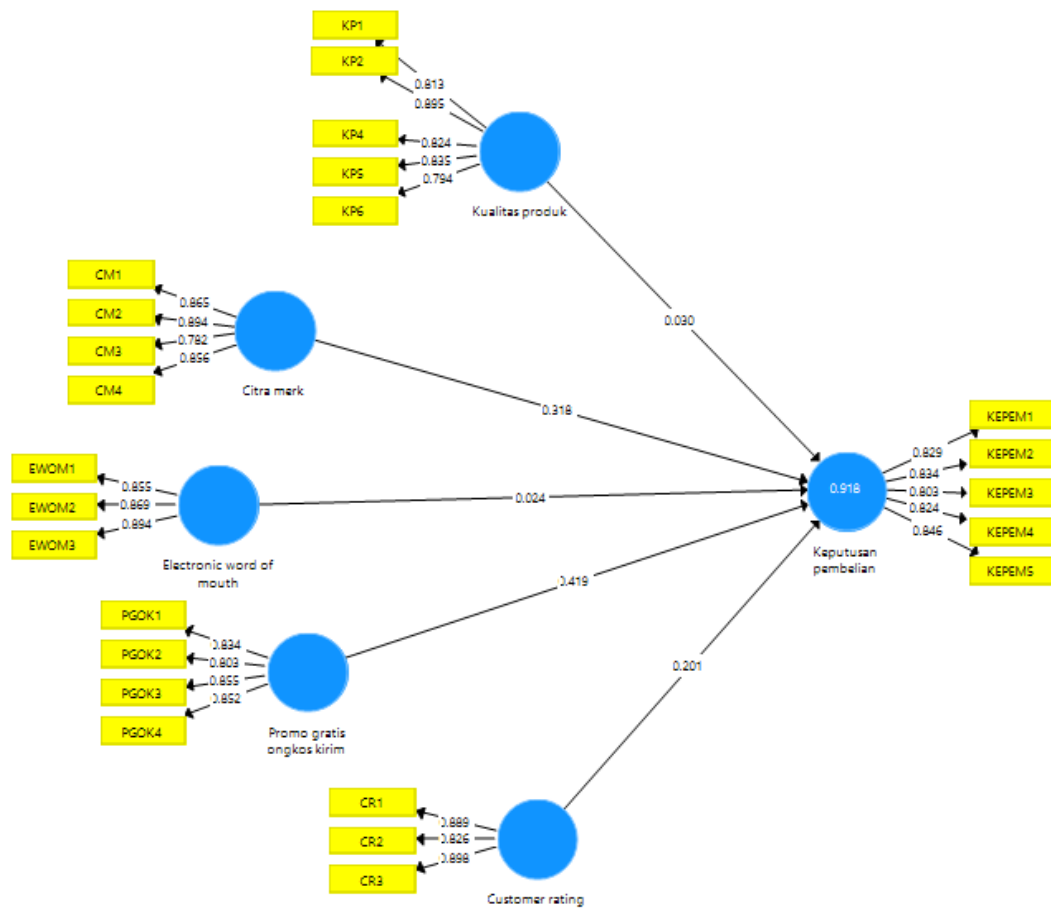


Figure 2. Path analysis results; Source: Data processed by the author (2024)

Referring to Ghazali (2021: 73), an R square value of  $> 0.75$  is considered strong,  $> 0.50$  is considered moderate, and  $> 0.25$  is considered weak. The analysis results in Figure 2 show an R Square value of 0.918 ( $>0.75$ ), an indication that the purchasing decisions variable is strongly affected by product quality, brand image, e-WOM, free shipping promo, as well as online customer ratings by 91.8%.

Tabel 2. Path Coefficients, P values dan Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
Quality Product (X1) -> Purchasing Decisions (Y)	0.030	0.046	0.096	0.318	0.375	Hypothesis Not Supported
Brand Image (X2) -> Purchasing Decisions (Y)	0.318	0.318	0.093	3.424	0.000	Hypothesis Supported
Electronic Word of Mouth (X3) -> Purchasing Decisions (Y)	0.024	0.034	0.127	0.186	0.426	Hypothesis Not Supported
Free Shipping Promo (X4) -> Purchasing Decisions (Y)	0.419	0.403	0.099	4.247	0.000	Hypothesis Supported
Online Customer rating (X5) -> Purchasing Decisions (Y)	0.201	0.191	0.096	2.105	0.018	Hypothesis Supported

Source: Data processed by the author (2024)

The first hypothesis aims to test whether product quality significantly influences purchasing decisions. From the analysis results (Table 2), the P value for this relationship is 0.375, which exceeds 0.05. This is an indication that this hypothesis is not supported. In other words, product quality does not significantly affect purchasing decisions at Nocturn.co. This may indicate that customers do not pay much attention to the functional aspects, suitability, or the totality of product features and characteristics when making purchasing decisions. This finding aligns with several earlier studies (Kartika, 2021; Marlius & Putra, 2022; Nadiya & Wahyuningsih, 2020; Lelet et al., 2022) which also concluded that product quality is not always the primary factor in purchasing decisions.

The second hypothesis tests the effect of brand image on purchasing decisions. The analysis results show that the P value for this relationship is 0.000, which is below 0.05. This is an indication that this hypothesis is supported. In other words, Brand Image significantly affects purchasing decisions. Nocturn.co customers are more likely to make purchasing decisions based on their

perceptions of the brand image created by the company. A strong brand image can increase customer trust and appeal, which ultimately affects their decision to buy the product. This finding aligns with earlier research by Apriany & Gendalasari (2022), Nurliyanti et al. (2022), Calistarahma (2023), Damayanti & Munarsih (2023), Sintiah & Anwar (2024), Sunarsih & Ernawati (2023), and Syafiandra et al. (2024) that brand image impacts purchasing decisions.

The third hypothesis tests whether e-WOM affects purchasing decisions. From the analysis results, the P value is 0.426, which exceeds 0.05. This is an indication that this hypothesis is not supported. In other words, e-WOM does not significantly affect purchasing decisions. This may be due to other factors that impact customer purchasing decisions more strongly, such as service quality or more attractive promotions, rather than online reviews or recommendations. This finding aligns with earlier research by Agustina et al. (2023), Wati & Rahayu (2024), and Rahmawati et al. (2023) that e-WOM affects purchasing decisions.

The fourth hypothesis tests whether free shipping promos affect purchasing decisions. The analysis results show that the P value for this relationship is 0.000, which is below 0.05, an indication that this hypothesis is supported. Free shipping promos are shown to have a significant impact on purchasing decisions. These offers can increase purchase attractiveness, as customers are more inclined to purchase a product when they don't have to pay additional shipping fees. This kind of promo is often a strong incentive for customers to make purchases immediately. This finding aligns with earlier research by Ibrahim et al. (2024), Damayanti (2024), Kurniadi (2023), Dwitama et al. (2024), Latifah & Nurmalasari (2023) which revealed that free shipping promos affect purchasing decisions.

The fifth hypothesis tests whether online customer ratings affect purchasing decisions. The P value for this relationship is 0.018, which is below 0.05, an indication that this hypothesis is supported. Customer ratings significantly affect purchasing decisions, indicating that customers are more likely to buy products with good ratings or positive reviews from other customers. High ratings can give a sense of security and increase potential buyers' trust in the products offered. This finding aligns with earlier research by Syarifah & Mastrianti (2022), Hanapi et al. (2023), and Fadhilah et al. (2021), that customer rating affects purchasing decisions.

## CONCLUSIONS AND RECOMMENDATIONS

All indicators used in this study are reliable and valid based on the results and discussion. Purchasing decisions for Nocturn.co online products are affected by several variables, including product quality, brand image, e-word of mouth, free shipping promos, as well as online customer ratings. From this study, product purchasing decisions are impacted by several things, such as product quality, brand image, e-word of mouth, free shipping promos, as well as online customer ratings, all of which have been proven to positively and significantly affect product purchase output.

The suggestion for future research, based on the adjusted R square calculation of 91.8%, is that there are approximately 8.2% other variables that

impact purchasing decisions. Therefore, future research should consider adding other variables, such as product availability or customer service support.

#### ADVANCE RESEARCH

This follow-up study aims to explore additional variables influencing online purchasing decisions at Nocturn.co, complementing previously identified factors such as product quality, brand image, e-word of mouth, free shipping promotions, and customer ratings. Based on the remaining 8.2% from the adjusted R square, this research will analyze the impact of product availability, customer service support, website user experience, and pricing strategies on purchasing decisions. Using a mixed-methods approach, this study is expected to develop a more comprehensive predictive model, provide new insights, and offer strategic recommendations to enhance marketing effectiveness and customer experience on e-commerce platforms.

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