

# The Effect of Product Quality, Promotion and Electronic Word of Mouth System on Purchase Decisions on the Robusta Coffee Industry in Bali

Pande Ketut Ribek\*, Yenny Verawati, Ni Luh Gede Putu Purnawati, I Gusti Agung Diah Pradnya Putri and Arista Dwi Kurniawan

*Economics and Business Faculty, Mahasaraswati University, Bali – Indonesia.*

**Abstract:** The development of the business world at the time of COVID 19 has changed the order of people's lives in the business world, especially in businesses that depend on foreign consumers. One business that is very dependent on foreign consumers is the coffee business located in Pujungan Tabanan Bali. Very competitive competition also causes a decline in sales. The development of coffee businesses or coffee shops in various regions triggers competition in product quality and price and maximizes promotions in finding consumers. One of the factors that influence purchasing decisions is that the better the quality of the products produced, the more opportunities for consumers to make purchasing decisions. This study aims to analyze the effect of product quality, promotion and electronic word of mouth system on purchasing decisions in the robusta coffee industry in Bali. This study uses a quantitative method with a population of coffee customers totaling 130 people with a saturated sample. Analysis using SEM PLS 3.0. The results of the study explain that the influence of product quality, and electronic word of mouth system has a positive and significant effect on purchasing decisions. However, promotion has no effect on purchasing decisions. The novelty of the results of this study is that the measurement of the production process using full wash on robusta coffee can improve purchasing decisions. Promotion is not able to improve purchasing decisions for robusta coffee in Bali.

**Keywords:** Product quality, Promotion, E-WOM System, Purchase decision, Coffee, Industry.

## 1. INTRODUCTION

Very competitive competition causes a decline in sales. The development of coffee businesses or coffee shops in various regions triggers competition in product quality and price and maximizes promotions in finding consumers. Coffee shop businesses built by young people or new competitors who have high technological capabilities by utilizing technology as a means of promotion such as TikTok, Facebook, Instagram, make other entrepreneurs lose the competition. Premium product quality and attractive packaging are strategies to attract consumers in deciding to buy a product. Product quality is one of the factors that influence purchasing decisions, that the better the quality of the products produced, the more opportunities for consumers to make purchasing decisions. Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair as well as other attributes.

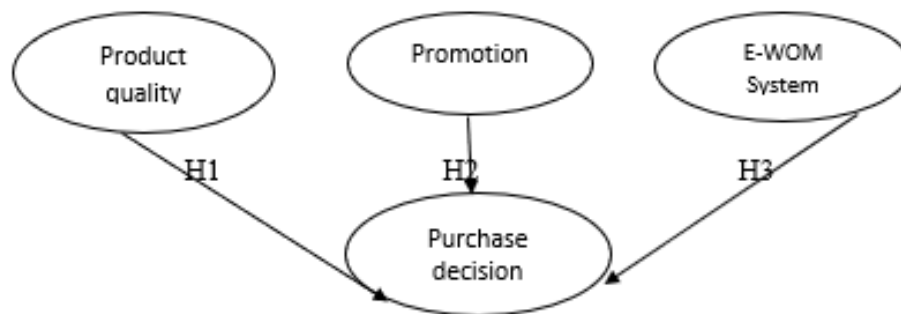
Improving product quality, which is strengthened by advertising and reasonable prices, consumers make purchases of products (Pitria, 2020). The same statement also found that product quality affects purchasing decisions (Fahrudin & Yulianti, 2015). This finding is in accordance with the results of research which states that product quality has a

positive effect on purchasing decisions (Febriana, 2020). Different results were found that there was a positive but not significant effect of product quality on purchasing decisions (Ashari et al., 2020). Product quality used in research to improve purchasing decisions in general are: 1) Performance 2) Features, 3) Reliability, 4) Conformance to specifications, 5) Durability, 6) Serviceability, 7) Esthetics 8) Perceived quality, but to improve the quality of a strong taste in addition to these indicators, the quality of the product with a full wash process product is able to strengthen the taste of the robusta coffee.

Promotion is also one of the factors that influence purchasing decisions that promotion is an activity aimed at influencing consumers to become familiar with the products offered by the company to buy these products (Fahrudin & Yulianti, 2015). Promotions are carried out by companies to create awareness, inform, persuade and influence consumers to make purchases of products offered by the company. Promotion has a positive and significant effect on purchasing decisions (Pitria, 2020). Different results were found that there was an insignificant positive effect of promotion on purchasing decisions (Ashari et al., 2020).

Another factor that influences purchasing decisions is electronic word of mouth, which is a compliment, recommendation, and also customer comments about their experience of services or products that influence customer decisions or their purchasing behavior (Akbar et al, 2018). Word of

\*Address correspondence to this author at the Economics and Business Faculty, Mahasaraswati University, Bali – Indonesia;  
E-mail: pandeketutribek@unmas.ac.id



**Fig. (1).** Research Model.

Source: Researchers 2022.

mouth is a communication process from individual to individual or group to individual which aims to provide recommendations on a product or service that aims to provide personal information. E-WOM is a positive or negative statement that is formed from the opinions of consumers, both prospective and former consumers of a product that can be accessed by a wide audience in cyberspace (Puspitaningtyas et al., 2019). In the process, e-WOM is considered to be more effective because it is implemented in cyberspace where the dissemination of information can be easily obtained by all social media users. E-WOM can also provide a means to influence a person's decision to buy a product or service. Based on the things above, e-WOM can be said to be a promotional concept that is applied in the internet-based digital world, so that in the process of delivering information it can be widely accepted by the public and can be taken into consideration in the purchasing decision process. The results of the study state that electronic word of mouth has a positive effect on purchasing decisions (Akbar et al., 2018). Supported by the findings that e-WOM also affects purchasing decisions (Rizkia et al., 2018). Different results were found in research stating that Electronic Word of mouth (e-WOM) has a positive effect but does not significantly affect purchasing decisions (Habibie et al., 2019). Based on these phenomena and research gaps, the problem in this study is how the influence of product quality, promotion, E-WOM, on purchasing decisions in the robusta coffee business in Bali. The purpose of this study is to analyze the factors that influence coffee purchasing decisions in Bali.

The novelty of this research is the quality of the product using the full wash process. The quality of this product is divided into nine measurements, namely: 1) Performance, the coffee business provides various types of coffee products. 2) Features (additional features or characteristics), the products offered in the coffee business have their own special features compared to products in other places. 3) Reliability, the products offered by the coffee business are not easily damaged or torn. 4) Conformance to specifications, the products offered in the coffee business have good quality in accordance with established standards. 5) Durability, the product offered in the robusta coffee business has a durable product durability. 6) Serviceability, the services provided by the coffee business are in accordance with what customers want. 7) Aesthetics, attractive and impressive models or appearance of coffee business products. 8) Perceived quality, the quality of coffee business products is in accordance with

what customers expect. 9) product process, product quality with a full wash process is able to strengthen the taste of coffee.

The Theory of Reasoned Action (TRA) was first introduced by Fishbein and Ajzen. This theory connects belief, attitude, intention and behavior. The concept of using this theory is salience, which is considering something that is considered important, intention is determined by subjective attitudes and norms (Maulyda, 2017), Attitudes influence behavior through a process of decision making. In accordance with the formulation of the problem and the theory used, the research model is as shown in Fig. (1) below.

Product quality is the overall characteristics of a product or service on the ability to satisfy needs (Fahrudin, and Yulianti, 2015). Good or bad quality of a product is usually a determinant of consumer decisions to buy or not. This statement is in line with the results of research that product quality has a positive effect on purchasing decisions (Maupa, et al., 2019). Based on the results of this study, the hypothesis of this study is as follows.

H1: Product quality has a positive effect on purchasing decisions in the robusta coffee business in Bali.

Promotion as the main element of marketing is a collection of incentive tools, mostly short term, designed to stimulate faster and greater purchase of products by consumers or merchants. This shows that promotion is also very decisive in purchasing decisions. The statement according to the results of the study states that promotion has a positive and significant effect on purchasing decisions (Rizkia., et al., 2018). Based on the results of this study, the hypothesis in this study is as follows.

H2: Promotion has a positive effect on purchasing decisions in the robusta coffee business in Bali.

E-WOM is a positive or negative statement that is formed from the opinions of consumers, both prospective and former consumers of a product that can be accessed by a wide audience in cyberspace (Luthfiyatillah, 2020). E-WOM can provide a means to influence a person's decision to buy a product or service. This statement is in accordance with the results which state that electronic word of mouth has a positive and significant effect on purchasing decisions (Puspitaningtyas, et al., 2019). Based on the results of these studies, the following hypotheses can be formulated.

H3: Electronic word of mouth has a positive effect on purchasing decisions in the robusta coffee business in Bali.

**2. RESEARCH METHODS**

The variables used in this study are independent variables and dependent variables. The independent variables are product quality, promotion, E-WOM, while the dependent variable is purchasing decisions.

The product quality variable is defined as the value of the product that is used for satisfaction in purchasing, in the coffee business. Indicators on this variable: 1) Performance, the coffee business provides various types of coffee products. 2) Features (additional features or characteristics), the products offered in the coffee business have their own special features compared to products in other places. 3) Reliability, the products offered by the coffee business are not easily damaged or torn. 4) Conformance to specifications, the products offered in the coffee business have good quality in accordance with established standards. 5) Durability, the product offered in the robusta coffee business has a durable product durability. 6) Serviceability, the services provided by the coffee business are in accordance with what customers want. 7) Aesthetics, models or appearance of coffee business products are attractive and impressive. 8) Perceived quality, the quality of coffee business products is in accordance with what customers expect. 9) product process, product quality with a full wash process is able to strengthen the taste of coffee.

Promotional variables in this study are a kind of communication that provides explanations to convince potential consumers about goods and services, while the purpose of promotion is to get attention, educate, remind, and convince potential consumers (Fahrudin, 2015) with indicators, 1) promotion frequency, social media promotion activities carried out by robusta coffee businesses have a good promotional frequency, 2) promotional quality, social media promotion activities carried out by robusta coffee businesses have good promotional quality, 3) the quantity of promotion, social media promotion activities carried out by the robusta coffee business have a good quantity of promotion, 4) promotion time, social media promotion activities carried out by the robusta coffee business have the right promotion time, 5) the accuracy of promotional targets, social media promotion activities carried out by robusta coffee businesses help consumers in finding the products they need.

**Variable Electronic Word of Mouth**

E-WOM is a positive or negative statement made by potential consumers, real consumers, or former consumers about a product or company that can be accessed by many people or institutions via the internet, there are 5 indicators of electronic-Word of Mouth are as follows: 1) reading online reviews of other consumer products, this relates to the activities carried out by potential consumers who want to buy products in the robusta coffee business but read reviews on the website first, 2) collect information from consumer product reviews via the internet, read/search for information about the robusta coffee business on existing websites, 3) consult online, before purchasing a robusta coffee business product usually consumers will communicate via the existing website, 4)

feeling worried if someone doesn't read online reviews before purchasing, if this is not done then there will be doubts about purchasing products from the robusta coffee business, 5) increasing self-confidence after reading online reviews, after knowing that all the products sold by the robusta coffee business are quality goods, consumers will not hesitate to buy.

**Purchase Decision Variables**

Purchasing decision is the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision, there must be several alternative choices. The indicators for purchasing decision variables (Habibie et al., 2019); 1) problem recognition, is a desire to buy robusta coffee business products because of a need, 2) information search, is a desire to find information about robusta coffee business products before purchasing, 3) alternative evaluation, is the desire to compare robusta coffee business products with other products, 4) purchase decision, is the right decision to buy robusta coffee business products, 5) after purchase, there is a desire to recommend Robusta coffee business products to relatives.

The population used in this study is coffee business consumers who often make purchases of products. The number of samples used by researchers in this study amounted to 130 respondents. The sampling technique used is the saturated sample technique with a total of 130 respondents. Data analysis in this study used is Smart PLS (Partial Least Square).

**3. RESULT AND DISCUSSION**

**Validity Test Results**

The results of the research instrument test showed the Chronbach alpha coefficient > 0.50 so that all instruments were reliable. The validity test is measured by the value of the correlation coefficient between each indicator score and the total construct score, and the results of the validity test are declared significant if they have a value > 0.30. The results of the reliability and validity test show that all instruments are valid and reliable (Sugiyono, 2020:205) as shown in Table 1 below.

**Table 1. Research Instruments Validity Test Results.**

Indicator	Correlation	R limit	Description
x1.2	0.792	> 0,5	valid
x1.3	0.869	> 0,5	valid
x1.4	0.880	> 0,5	valid
x1.5	0.868	> 0,5	valid
x1.6	0.804	> 0,5	valid
x1.7	0.797	> 0,5	valid
x1.8	0.839	> 0,5	valid
x1.9	0.884	> 0,5	valid
x2.1	0.841	> 0,5	valid

x2.2	0.850	> 0,5	valid
x2.3	0.854	> 0,5	valid
x2.4	0.851	> 0,5	valid
x2.5	0.836	> 0,5	valid
x3.1	0.835	> 0,5	valid
x3.2	0.850	> 0,5	valid
x3.3	0.762	> 0,5	valid
x3.4	0.845	> 0,5	valid
x3.5	0.766	> 0,5	valid
y1	0.820	> 0,5	valid
y2	0.812	> 0,5	valid
y3	0.814	> 0,5	valid
y4	0.855	> 0,5	valid
y5	0.847	> 0,5	valid
x1.1	0.787	> 0,5	valid

Source: Primary data processed.

**Reliability Test Results**

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable/reliable if a person's answer to a question is consistent/stable from time to time. Questionnaire items are said to be reliable (feasible) if Cronbach's alpha > 0.60 and said to be unreliable if Cronbach's alpha < 0.60 (Ghozali, 2012: 47) as shown in Table 2.

**Table 2. Research Instruments Reliability Test Results.**

Variable	Cronbach's Alpha	Description
Product quality (X1)	0,835	reliable
Promotion (X2)	0,846	reliable
Electronic Word of Mouth (X3)	0,812	reliable
Purchase Decision (Y)	0,829	reliable

Source: Data processed.

**Description of Research Variables**

The description of the research variables has the aim of providing an overview of the real conditions in accordance with the respondents' answers. Respondents' answers in the distributed questionnaires were given a score between 1 to 5. Respondents' answers were classified into 5 categories with class intervals using the formula:

$$Interval = \frac{Highest\ Value - Lowest\ Value}{Class\ Interval}$$

$$Interval = \frac{5 - 1}{5}$$

$$Interval = 0,80$$

Based on the interval value, the range of values for each category can be assessed which is used as the basis for interpreting each respondent's answer. The interpretation of each respondent's answer variable is presented in Table 3 below.

Based on the results of the variable validity test, all indicators whose outer loading is above 0.7. Based on the table, it can be described as Fig. (2) below.

**Partial Least Square Analysis and Hypothesis Testing**

In testing the hypothesis, it is expected that H0 is rejected or the value of sig <0.05 (t statistic value > 1.96 if the test is with a significant level of 0.05). Partial Least Square analysis and testing as shown in Table 4.

**The Relationship Between Product Quality Variables and Purchasing Decisions**

Based on Table 4 shows that product quality has a positive and significant influence on purchasing decisions with a t-statistic value of 2.728, which is greater than the t-table value of 1.96 at a significant level of 0.05. The effect of product quality values on purchasing decisions is positive and significant supporting hypothesis 1, namely product quality has a positive and significant effect on purchasing decisions in the Robusta coffee industry in Tabanan.

**Effect of Promotion on Purchase Decision**

Based on statistical tests, the effect of promotion on purchasing decisions is negative and significant. This is indicated by the t statistic value of 1.082 which is smaller than the t table of 1.96. The effect of promotion on purchasing decisions is significant negative so it does not support hypothesis 2 which states that promotion has no effect on competitive advantage.

**Relationship of E-WOM System with Purchasing Decisions**

Based on the results of the t-test statistic shows a negative effect of 4.100 on marketing performance and the relationship is not significant at the 0.05 level, because the t-statistic value is greater than the t-table 1.96. The influence of the E-WOM System on purchasing decisions is significantly positive, thus supporting hypothesis 3 which states that the E-WOM System has an effect on purchasing decisions in the Robusta coffee industry in Tabanan.

The relationship between each variable can be seen from the results of the statistical t test presented in Fig. (3) below.

**DISCUSSION OF RESEARCH RESULTS**

The effect of product quality on purchasing decisions in the robusta coffee industry in Bali.

The results of the analysis show that product quality has a positive and significant effect on purchasing decisions. This means that better product quality can improve purchasing decisions. Based on the results of the analysis, product quality is able to improve purchasing decisions so that the results of this study support the results of research from Suhaily and

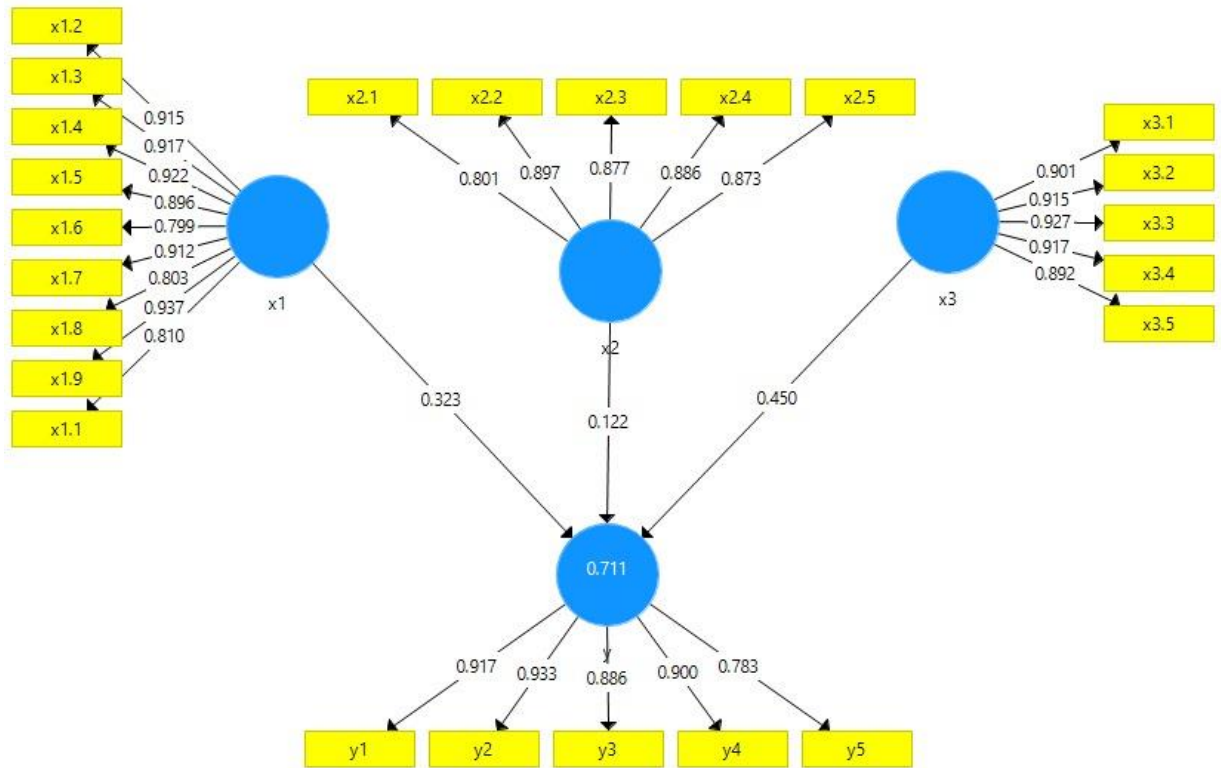


Fig. (2). Outer Loading Evaluation Results.

Source: Data processed.

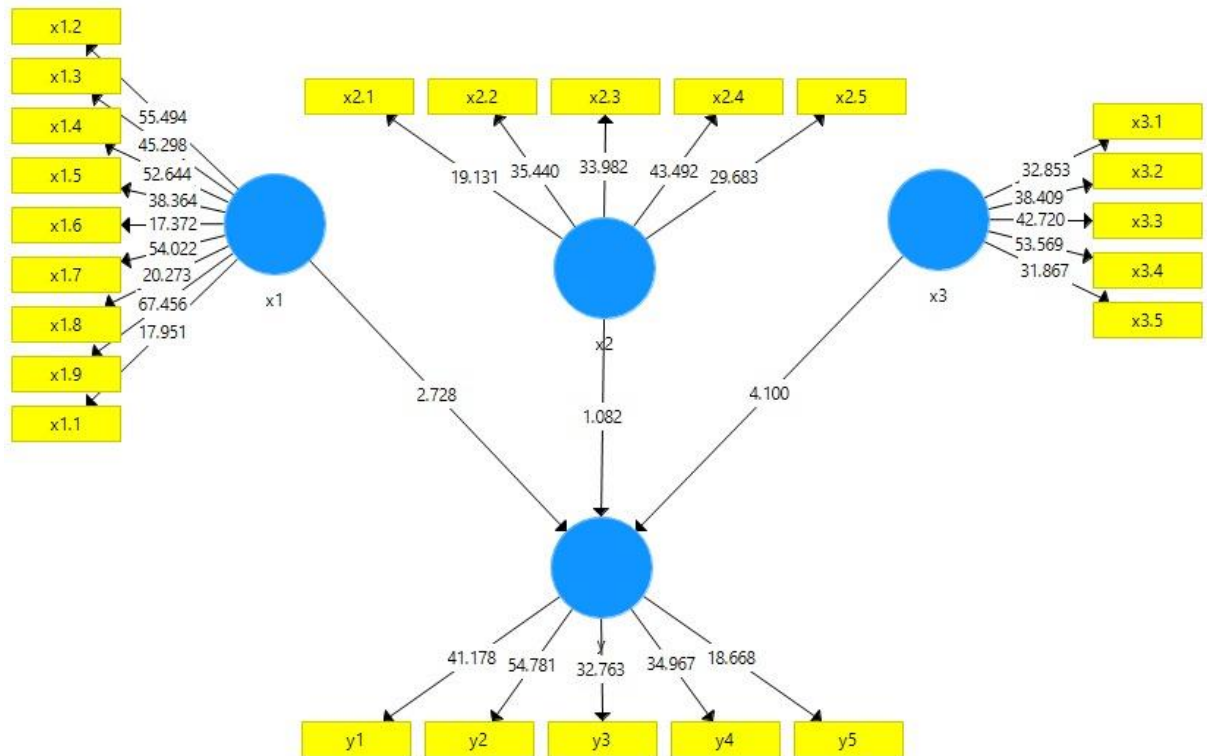


Fig. (3).

Source: Data processed.



**Table 3. Interpretation of the Average Score of Research Variables.**

Average Score	Product Quality Value	Promotion	Electronic Word of Mouth	Purchase decision
1,00 - 1,79	Very not good	Very not good	Very not good	Very not good
1,80 - 2,59	Not good	Not good	Not good	Not good
2,60 - 3,39	Enough	Enough	Enough	Enough
3,40 - 4,19	Well	Well	Well	Well
4,20 - 5,00	Very good	Very good	Very good	Very good

Source: Ghozali 2016.

**Table 4. Statistical Test Results Table.**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
E-WOM System -> Purchase decision	0.450	0.450	0.110	4.100	0.000
Product quality -> Purchase decision	0.323	0.326	0.119	2.728	0.007
Promotion -> Purchase decision	0.122	0.121	0.113	1.082	0.280

Source: Data processed.

Darmoyo (2017) which states that product quality has a significant positive effect on purchasing decisions. Supported by the findings of Andriano, et al (2022), Chang and Su (2022) and Wicaksono, and Sutanto, (2022) which state that product quality influences purchasing decisions.

#### **The effect of Promotion On Purchasing Decisions in the Robusta Coffee Industry in Bali.**

Based on the results of the analysis, it is explained that promotion does not have a significant positive effect on purchasing decisions, which means that promotions do not affect purchasing decisions. The results of this study are supported by the findings of Fahrudin, and Yulianti, (2015) which states that promotion has no effect on purchasing decisions. Users of coffee products are generally the previous generation who did not actively see promotions. Coffee consumption has become a necessity not because of promotion. Promotion is mostly used by the current generation by using electronic media. Millennials do not consume actively. Whereas the previous generation actively consumed coffee with the aim of getting inspiration in their activities and as an addicted need. Without promotion, they have decided to buy coffee products. The results of this study are not in accordance with the results of research conducted by Yusuf & Sunarsi, (2020) which states that promotion has a significant positive effect on purchasing decisions.

#### **The Influence of the E-WOM System with Purchasing Decisions on the Robusta Coffee Industry in Bali**

Based on the results of the analysis, it is explained that the E-WOM System is able to improve purchasing decisions, this means that the E-WOM System has a positive and significant effect on purchasing decisions because it is carried out by millennials. The results of this study are supported by the findings of Yulindasari, and Fikriyah, (2022) which states that the E-WOM System affects purchasing decisions, meaning that the better the E-WOM System used, the higher

purchasing decisions in coffee businesses in Bali. The results of this study support the results of research by Pradana, et al. (2022) which states that the E-WOM System has an effect on purchasing decisions.

#### **RESEARCH FINDINGS**

Based on the findings of this study, it is explained that; a) product quality is not enough by using: 1) Performance 2) Features, 3) Reliability, 4) Conformance to specifications, 5) Durability, 6) Serviceability, 7) Esthetics 8) Perceived quality, but to improve the quality of a strong taste in addition to these indicators, the quality of the product with a full wash process product is able to strengthen the taste of the robusta coffee. The full wash process product for robusta coffee is very good at strengthening the taste, this is because robusta coffee has less moisture than arabica coffee, so that in the process it requires sufficient water content to increase the humidity of the coffee. This increase in moisture is said to be a full wash process. The findings of this study support the findings of Analianasari, et al., (2021) which states with full wash as a strengthening of robusta coffee production capacity. b) Promotion has no effect on purchasing decisions in the robusta coffee business in Bali

#### **4. CONCLUSION**

This study has seven objectives, namely (1) product quality influences purchasing decisions; (2) The full wash process for robusta coffee is able to improve the quality of robusta coffee products; (3) promotion does not have a significant positive effect on purchasing decisions, which means that promotions do not affect purchasing decisions; (4) The E-WOM System is able to improve purchasing decisions in the robusta coffee business in Bali. Promotion is another important factor that can affect purchase decisions. Effective promotional activities can increase consumers' awareness of the Robusta coffee industry in Bali and its products. Improving product quality, which is strengthened by advertising and

reasonable prices, consumers make purchases of products. Research Limitations and Recommendations. This study only examines the robusta coffee industry in Bali, Indonesia, so it is not able to generalize. For further researchers, it is hoped that they will conduct research in a wider industry.

## REFERENCES

- Akbar, Muhamad Juliatri Chairul dan Sunarti. 2018. Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian (Survei pada Konsumen Restoran Sushi Tei Kelapa Gading). *Jurnal Administrasi Bisnis (JAB)*, 60(3), 45–51.
- Alma, Buchari. 2016. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta, CV
- Anggraini, Elin Intan., Hidayat, Kadarisman., dan Sunarti. 2019. Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian (Survei pada Pembeli yang juga Menggunakan Kosmetik Wardah di Counter Wardah Matahari Department Store Malang Town Square). *Jurnal Administrasi Bisnis (JAB)*, Vol. 73, No. 1, Agustus 2019.
- Aprilian, Yaswar dan Dharmasetiawan. 2018. *Dasar-dasar Pemasaran*. Yogyakarta: Trussmedia Grafika
- Ashari, Adli Pasha., Hardiyono, Hardiyono., dan Aswar, Nurul Fadilah. 2020. Analisis Pengaruh Citra Merk, Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Smartphone Samsung Di Makassar. *Mandar: Management Development and Applied Research Journal*. Vol. 3, No. 1, Edisi Desember 2020, E-ISSN: 2654-4504
- Agustina, L. and Kurniawan, F., 2018. Sistem Reputasi Penjual dalam Proses Pengambilan Keputusan Pembelian di Platform C2C E-commerce. *Jurnal Komunikasi Indonesia*, Vol 8, No.1, pp.28-43.
- Agustina, L., Fayardi, A. O., dan Irwansyah, I. 2018. Online Review: Indikator Penilaian Kredibilitas Online dalam Platform E-commerce. *Jurnal Ilmu Komunikasi*, Vol 15, No. 2, pp. 141-154.
- Almana, Amal M. dan Abdulrahman A. Mirza. 2013. The Impact of Electronic Word of Mouth on Consumers Purchasing Decisions. *International Journal of Computer Applications*. Volume 82.
- Amandeep, D., Varshney, S., and Aulia, S. 2017. The Impact of Advertising on Consumer Purchase Decision with Reference to Consumer Durable Goods in Oman. *International Journal of Managerial Studies and Research*, Vol 5, No. 12, pp. 17-19
- Andriano, A., Arman, A., Azhari, A., & Putra, R. (2022). The Effect of Product Quality, Price And Distribution On The Purchase Decision Of Aviator Brand Bike (Survey of Bike Shops in Bangkinang City). *Jurnal Riset Manajemen Indonesia*, 4(1), 114-123.
- Analianasari, A., Win, E. K., Berliana, D., & Yulia, M. (2021). Penguatan Kapasitas Produksi Kopi Robusta Premium Gapoktan Triguna 4.5. Qardhul Hasan: Media Pengabdian kepada Masyarakat, 7(2), 126-132.
- Chang, H. H., & Su, J. W. (2022). Sustainable consumption in Taiwan retailing: The impact of product features and price promotion on purchase behaviors toward expiring products. *Food Quality and Preference*, 96, 104452.
- Febriana, Pitria. 2020. Pengaruh Harga dan Promosi Terhadap Keputusan Pembelian Pada Laziza Chicken Surabaya. *Jurnal Tata Niaga*, Vol. 1, No. 8
- Firmansyah, Anang. 2018. *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: CV Budi Utama
- Fahrudin, M. F., & Yulianti, E. (2015). Pengaruh promosi, lokasi, dan kualitas layanan terhadap keputusan pembelian nasabah Bank Mandiri Surabaya. *Journal of Business and Banking*, 5(1), 149-162.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 (9th ed.)*. Semarang: BPFE - Universitas Diponegoro
- Gitosudarmo, Indriyono. 2017. *Manajemen Pemasaran, Edisi Keempat*. Yogyakarta: BPFE.
- Habibie, Rahmad Sucahya dan Musthofa Hadi. 2019. Pengaruh Electronic Word of Mouth Dan Kepercayaan Terhadap Keputusan Pembelian Online Melalui Shopee. *JAB Jurnal Aplikasi Bisnis*. Vol:5, No:2, Desember 2019, E-ISSN: 2407-5523
- Kotler, Philip dan Armstrong, Garry. 2016. *Principles of Marketing*, Sixteen Edition. New Jersey: Perason Edition Limited
- Kotler, Philip dan Armstrong, Garry. 2016. *Prinsip - prinsip Pemasaran Edisi 13*. Jilid 2. Jakarta: Erlangga.
- Kotler, Philip and Keller, Kevin Lane. 2016. *Marketing Management*, 15th Global Edition. London: Pearson Education, Inc.
- Luthfiyatillah, Afifah Nur Millatina, Sitti Hamidah Mujahidah dan Sri Herianingrum. 2020. Efektifitas Media Instagram dan E-Wom (Electronic Word of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian Ipteks*. Vol. 5, No. 1, Januari 2020, p-ISSN:2459-9921, E-ISSN:2528-0570, Hal: 101-175
- Maupa, Haris., Kadir, Nuraeni., dan Sulbiah. 2019. Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Sepatu Converse di Makassar. *JBMI*, Vol. 16, No. 2, Oktober 2019
- Maulda, Z. 2017. Pengaruh Electronic Word of Mouth (EWOM) terhadap purchase intention melalui brand image sebagai variabel intervening: Studi kasus pada Oppo smartphone di Indocell Malang (Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim).
- Narulita, S., Winandi, R., & Jahroh, S. 2014. Analisis daya saing dan strategi pengembangan agribisnis kopi Indonesia. *Jurnal Agribisnis Indonesia (Journal of Indonesian Agribusiness)*, 2(1), 63-74.
- Paputungan, Putri Rizkia., Soegoto, Agus. S., dan Roring, Ferdy. 2018. Pengaruh Promosi Dan Word Of Mouth Terhadap Keputusan Pembelian Di Oriflame Manado. *Jurnal EMBA*. Vol.6, No.4, September 2018, Hal. 3703–3712
- Puspitaningtyas, Yulia Anggraini dan Saino. 2019. Pengaruh Kualitas Produk, Electronic Word of Mouth (E-WOM), dan Lokasi terhadap Keputusan Pembelian Ayam Panggang Bu Setu di Gandu Magetan. *INOBI: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, Vol. 02, No. 04, September 2019, pp.545-558
- Putri, B. S. F., Kartono, K., & Supriyadi, S. (2020). Analysis Of Essay Test Instruments Using Higher Order Thinking Skill (HOTS) at High School Mathematics Students Using The Rasch Model. *Journal of Research and Educational Research Evaluation*, 9(2), 58-69.
- Pradana, A. F. P., Hasan, S., Putra, A. H. P. K., & Kalla, R. (2022). Moderating of SERVQUAL on E-WOM, Product Quality, and Brand Image on and E-commerce Purchase Intention. *Golden Ratio of Mapping Idea and Literature Format*, 2(1), 36-51.
- Pohan, R. N. (2021). Analisis Nilai Tambah Kopi Arabika Semi Wash, Full Wash, Natural Process, dan Honey Process di Desa Aek Sabaon, Kecamatan Marancar, Kabupaten Tapanuli Selatan (Studi Kasus: Usaha Tyyana Coffee).
- Rohmat, A. N., & Lestari, W. (2019). Pengaruh konsep diri dan percaya diri terhadap kemampuan berpikir kritis matematis. *JKPM (Jurnal Kajian Pendidikan Matematika)*, 5(1), 73-84.
- Setyawan, Onny., Yeni, dan Okalesa. 2020. Pengaruh Kualitas Produk, Citra Merek Dan Kepercayaan Terhadap Keputusan Pembelian Produk The Body Shop Di Ciputra Seraya Pekanbaru. *Kurs: Jurnal Akuntansi, Kewirausahaan dan Bisnis*, Vol. 5 No. 1, Juni 2020, Hal. 12-23, e-ISSN 2527-8215
- Sinaga, Bona Aripin dan Sulistiono. 2020. Pengaruh Electronic Word of Mouth Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger. *JIMKES (Jurnal Ilmiah Manajemen Kesatuan)*, Vol. 8, No. 2, pp. 79-94, ISSN 2337–7860, E-ISSN 2721–169X
- Suhadarliyah dan To, Tjong Nio Kian. 2018. Pengaruh Harga, Promosi, Dan Lokasi Terhadap Keputusan Pembelian Pada PT. Sinar Rejeki Gemma Mandiri, Bogor. *Jurnal Manajemen Dan Akuntansi Stie Bisma – Lepisi (Cakrawala)*. Vol. 5, No. 2, ISSN: 2443-3098, Desember 2018
- Suryani, Ade Nia. 2019. Pengaruh Kualitas Produk Herbalife Terhadap Keputusan Pembelian Konsumen Pada Club Sehat Sky Town. *Jurnal Adminika*, Vol. 5, No. 1, Januari-Juli 2019, ISSN: 2442-3343
- Sunariani, N. N., & Arisandi, T. (2018). Keputusan Pindah Merek Smartphone Samsung Ke Xiaomi Melalui Ketidakpuasan Konsumen, Reference Group Dan Electronic Word Of Mouth. *Jurnal Ilmiah Manajemen dan Bisnis*, 3(1), 102-170.
- Suhaily, L., & Darmoyo, S. (2017). Effect Of Product Quality, Perceived Price and Brand Image On Purchase Decision Mediated By Customer Trust (Study On Japanese Brandelectronic Product). *Jurnal Manajemen*, 21(2), 179-194.
- Tomahuw, Roberto dan Agusti, Ayu. 2018. Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Smartphone Xiaomi (Studi Kasus Pada Warga Pondok Permai RT 06 Dan 07 RW 03 Kelurahan Kutabaru Kabupaten Tangerang). *Jurnal Manajemen Dan Akuntan-*

- si Stie Bisma – Lepisi (Cakrawala). Vol. 5, No. 2, ISSN: 2443-3098, Desember 2018
- Utami, E. Y., & Batubara, M. M. 2022. Strategi Pengembangan Usahatani Kopi Robusta Di Kelurahan Agung Lawangan Kecamatan Dempo Utara Kota Pagar Alam. *Societa: Jurnal Ilmu-Ilmu Agribisnis*, 10(1), 8-21.
- Wicaksono, N. J. S., & Sutanto, J. E. (2022). The Impact Of Product Variation, Product Quality, And Service Quality On Purchase Decision Of Ko-Kopian Products. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1).
- Yusuf, A., and Sunarsi, D. (2020). The Effect of Promotion and Price on Purchase Decisions. *Almana: Jurnal Manajemen dan Bisnis*, 4(2), 272-279.
- Yulindasari, E. R., & Fikriyah, K. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 3(1), 55-69.
- Zahrowati, Siti Fadila dan Suparwati. 2018. Kualitas Pelayanan, Harga Dan Pengaruhnyaterhadap Kepuasan Pelanggan Pada Klinik Perawatan Wajah De Lovely di Surabaya. *Jurnal Bisnis Indonesia*, Vol. 9, No. 2, Okt 2018, pp. 131-139
- Zulaicha, S., dan Irawati, R. 2016. Pengaruh Produk dan harga terhadap keputusan pembelian Konsumen di Morning Bakery Batam. *Inovbiz: Jurnal Inovasi Bisnis*, 4(2), 123–136.

---

Received: Mar 20, 2023

Revised: Mar 25, 2023

Accepted: May 22, 2023

Copyright © 2023– All Rights Reserved

This is an open-access article.