Jurnal Manajemen Bisnis dan Keuangan
e-ISSN: 2716-3695
p-ISSN: 2775-1465
Vol. 5, No. 1, April 2024, Hal. 134-150
DOI: https://doi.org/10.51805/jmbk.v5i1.196

The Role of Mediation in Purchase Intention in Affecting the Decision to Purchase Health Supplement Products

Fidia[1] (fidiafaizah15@gmail.com)*
Renny Christiarini[2] (renny@uib.ac.id)

[1,2]Universitas Internasional Batam, Kota Batam, Kepulauan Riau, Indonesia 29426
*Corresponding Author

Article Submitted: 24 January 2024 | **Article Accepted: 1 February 2024**

Abstract

Customer interest in health products has surged due to the COVID-19 virus, impacting the world, including Indonesia. This encourages the community to consistently maintain the cleanliness of their surroundings and fulfill nutritional needs to strengthen the immune system by consuming healthy food and beverages. However, the nutritional content in food and beverages still needs to be improved, requiring the support of health supplements to help meet these nutritional requirements. This research examines the effect of quality, price, e-WOM, celebrity endorser, and brand image on purchase decisions, with purchase intention as the intervening factor. The data collected from 334 respondents who consume health supplements in Batam were analyzed using the Structural Equation Model (SEM). This research states that price does not significantly affect purchase decisions; however, quality, e-WOM, celebrity endorser, and brand image positively and significantly affect purchase decisions. Additionally, the research results indicate that price does not significantly affect purchase decisions when mediated by purchase intention. Meanwhile, the mediating role of purchase intention on quality, e-WOM, celebrity endorser, and brand image significantly affects purchase decisions.

Keywords: quality; price; e-WOM; celebrity endorser; brand image
JEL Classification: M10; M11; M19

© 2024. This work is licensed under a CC BY 4.0 license

INTRODUCTION

Health is a crucial aspect of everyone's life, and the awareness of the importance of maintaining health and caring for the body has become a top priority for the public, especially since the spread of the COVID-19 virus worldwide, including in Indonesia. This is evident from the data recorded by the Indonesian Ministry of Health; as of December 30, 2022, there were 6,719,815 confirmed cases of COVID-19 in Indonesia, with 160,612 deaths (Kementrian Kesehatan, 2022). This has made people pay more attention to maintaining health, such as the necessary nutritional intake to strengthen the immune system and avoid contracting the COVID-19 virus. Health supplements have become an increasingly popular choice to meet the required nutritional intake (Ariani et al., 2018).

According to the Food and Drug Supervisory Agency (BPOM), Indonesia's food and health supplement market was valued at more than IDR 4.5 trillion (USD 318 million) in 2021. BPOM also reported that in 2021, the percentage of eligible health supplements reached 77.01%, an increase of approximately 7% compared to 2017, which was only about 70.1%. Throughout 2017-2021, Spire Research and Consulting revealed that the health supplement market consumption grew by 12% CAGR (Compound Annual Growth Rate).

According to Statista, there has been an increase in the sales of supplements in Indonesia from 2020 to 2022. In July 2022, the revenue of supplement products reached US$0.62, with a market growth of 7.32%. This increase reflects a surge in various manufacturers' production of health supplements to meet the growing market demand during the pandemic. Therefore, the decision to acquire health supplements has become a crucial aspect in the effort to maintain the health of individuals.

The high demand for health supplements has created a competitive landscape among companies and industries striving to provide the best for consumers in meeting their health product needs. Therefore, when a company aims for its product to compete in the market and satisfy consumer needs, it is essential to enhance factors affecting customers during decision-making to acquire health supplements.

Previous studies (Hartati, 2021; Jodi et al., 2022; Muhtarom et al., 2022) consistently show that product quality and price play a crucial role in the consumer purchase decision-making process, especially when considered through purchase intention as a mediator. This research emphasizes a significant correlation between good quality and equivalent price, where purchase intention is an intermediary in decision-making. Particularly, in the context of health-related products, as shown by Soenjoto & Mujiyono (2020), consumers tend to perceive higher prices as a reflection of superior quality, with purchase intention mediating this relationship.

Nevertheless, another studies found different findings (Hutri & Yuliviona, 2022; Lisdiani & Annisa, 2022). Although product quality is associated with purchase intention, this relationship does not significantly affect purchase decisions. Consumers in these studies indicated that the level of product quality does not definitively drive their interest or affect their decision to purchase the product. Similarly, findings from Maslahah et al. (2022) and Daswan et al. (2018)

show that in some cases, price does not significantly affect purchase decisions when linked with purchase intention as a mediator.

In addition to quality and price, consumers also consider other factors when making purchasing decisions, such as electronic word of mouth (e-WOM), celebrity endorsement, and brand image. e-WOM refers to the influence of recommendations or reviews from other consumers found electronically, such as through social media or online review platforms. Celebrity endorsement is a marketing strategy where celebrities are used to promote a product or brand. Brand image refers to the perception that consumers have of a particular brand. Research findings have shown that these factors significantly impact purchase decisions and purchase intent as mediation, as indicated in recent studies (Khairunnisa et al., 2022; Millah & Indriyani, 2021; Primadani et al., 2021; Rosita et al., 2022).

Therefore, using e-WOM can be an effective tool for building a positive brand reputation, while celebrity endorsement can boost the brand image. Thus, a profound understanding of these factors can assist companies in optimizing their marketing efforts and enhancing the appeal of their products in the market.

Although there have been numerous studies on factors affecting purchase decisions, such as product quality, price, e-WOM, celebrity endorsement, and brand image, there is still limited research that integrates all these factors in the context of purchase decisions for health supplements mediated by purchase intention, especially in the city of Batam. Therefore, this research aims to fill this knowledge gap and delve deeper into how these factors interact and affect consumer purchase decisions for health supplements in Batam, with purchase intention as a mediator. With a better understanding of the factors affecting consumer behavior in the decision-making process for health supplement purchases, valuable insights can be provided to manufacturers and marketers of these products in designing more effective strategies in the continually evolving market.

METHOD

This research was a causal associative study that used a quantitative approach. Dirgantara & Akbar (2022) argued that quantitative research aims to investigate the effect of two or more variables, focusing on exploring the cause-and-effect relationships between independent and dependent variables. Business research often uses quantitative methodology to assess consumer behavior, knowledge, opinions, and attitudes. This methodology answers questions about how much, how often, how many, when, and who.

The sampling method used in this research was purposive sampling. Purposive sampling intentionally selected specific samples based on predetermined criteria, so the sample selection could only happen by chance based on someone who encountered the researcher but had to follow the specified criteria (Pinto & Paramita, 2021). The interview criteria in this research were: 1) the minimum age interviewed was less than 18 years old to above 35 years old; 2) men and women who consumed health supplements; 3) men and women who were in Batam City. It

was accompanied by an online questionnaire for prospective respondents using Google Forms (Yanti & Budiatmo, 2020).

The aim of selecting Batam City as the location for this research is to examine the level of public knowledge about health supplements and their responses when deciding to purchase these products. Researchers often choose research locations based on accessibility, representativeness of the target population, or unique features that make the location relevant to the research questions. Understanding the specific context of Batam City and its relevance to the factors influencing consumer decisions regarding health supplements will enhance the rationale for selecting this location.

The chosen sample size of 330 respondents is considered appropriate for this research based on a recommendation from Hair et al., as cited by Berliana & Mashadi (2022), where each statement of a variable represents ten respondents. The suggestion is to determine a good sample size by multiplying the number of questions in the questionnaire by a parameter of 1:10. In this case, there are 33 questions in the questionnaire, multiplied by 10, resulting in a sample size of 330 respondents. This guideline suggests that having a minimum of ten respondents per variable helps ensure an adequate sample size for Structural Equation Modeling (SEM) analyses, used to analyze the effects in determining both measurement and structural models, with analysis conducted using the Smart PLS program.

The specific type of SEM employed in this research was PLS-SEM (partial least squares path modeling). The PLS-SEM approach was considered more appropriate for developing theoretical constructs among indicator variables and exploring potential relationships between variables (Angeline & Christiarini, 2023; Maydeline & Christiarini, 2023). The use of descriptive statistical analysis techniques was used in this research, where the method is a data analysis technique that provides an overview or description of data taken from variations among the highest value, lowest value, variance, mean, and also standard deviation (Maulana & Susandy, 2019).

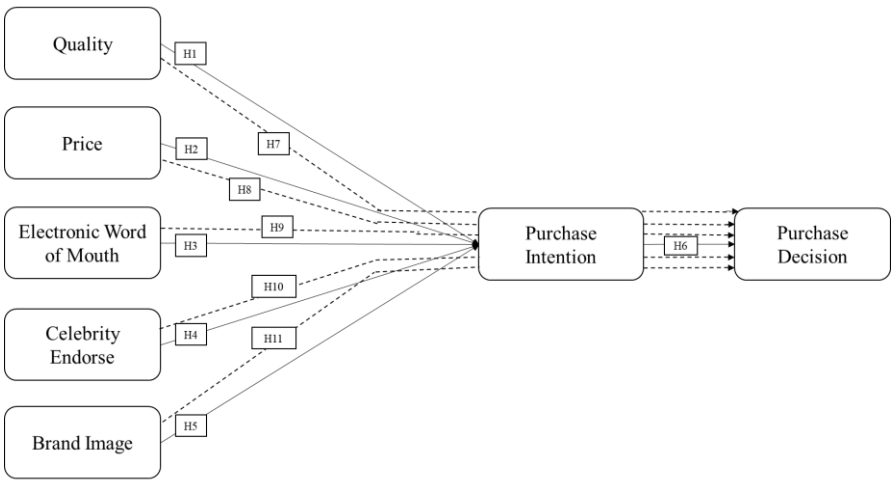

Figure 1. Conceptual framework

According to the conceptual framework above, the hypotheses of this research are:

H_1: quality has a positive and significant effect on purchase intention.

H_2: price has a positive and significant effect on purchase intention.

H_3: e-WOM has a positive and significant effect on purchase intention.

H_4: celebrity endorsement has a positive and significant effect on purchase intention.

H_5: brand image has a positive and significant effect on purchase intention.

H_6: purchase intention affects purchase decision.

H_7: purchase intention can mediate quality towards purchase decision.

H_8: purchase intention can mediate price towards purchase decision.

H_9: purchase intention can mediate e-WOM towards purchase decision.

H_{10}: purchase intention can mediate celebrity endorsement towards purchase decision.

H_{11}: purchase intention can mediate brand image towards purchase decision.

RESULTS AND DISCUSSION

According to the results of demographic characteristics, the number of female respondents (50.60%) is higher than male respondents (49.40%) in Batam City, Indonesia, as attached in table 1.

Table 1. Respondents Based on Gender

Category	*n*	Percentage
Male	165	49.40%
Female	169	50.60%
TOTAL	334	100%

Note: processed primary data.

Additionally, respondents aged 18-25 years old (55.40%) are more numerous than others, and the most common profession is private employees at 37.10%, indicating that at this age, they are private employees with an income of around IDR 5,000,001 to IDR 7,500,000, totaling for 20.7%, and this is as attached in tables 2 and 3.

Table 2. Respondents based on Age

Category	*n*	Percentage
< 18	11	3.30%
18 – 25	185	55.40%
26 – 30	67	20.10%
31 – 35	42	12.60%
> 35	29	8.70%
TOTAL	334	100%

Note: processed primary data.

Table 3. Respondents Based on Occupation

Category	*n*	Percentage
Student	99	29.60%
Government Employee	32	9.60%
Private Employee	124	37.10%
Businessman	47	14.10%
Retired	4	1.20%
Housewife	9	2.70%
Unemployed	14	4.20%
Other	5	1.50%
TOTAL	334	100%

Note: processed primary data.

Before the data in this research was further analyzed, a validity and reliability test was conducted. This testing involved 334 responses, and the research employed convergent and discriminant validity tests. First, factor loading was used for convergent validity, while the Average Variance Extracted (AVE) was used for discriminant validity. The reliability test utilized Cronbach's alpha and composite reliability. To be considered valid, factor loading values should be between 0.5-0.6, and the AVE value should reach 0.5 or higher, indicating readiness to proceed to the next stage of data testing (Rahadi, 2023). If the Cronbach's alpha value is more significant than 0.6 and the composite reliability value is greater than 0.7, then the instrument is considered reliable (Dam & Dam, 2021).

Table 4. Test Outer Model (Loading, AVE, CR, dan CA)

Variabel	*Loadings*	AVE	CR	CA
Quality		**0.752**	**0.938**	**0.917**
Q1	0.880			
Q2	0.905			
Q3	0.881			
Q4	0.849			
Q5	0.818			
Price		**0.754**	**0.925**	**0.891**
P1	0.845			
P2	0.878			
P3	0.873			
P4	0.877			
e-WOM		**0.688**	**0.933**	**0.914**
EW1	0.812			
EW2	0.895			
EW3	0.894			
EW4	0.668			
EW5	0.898			
EW6	0.782			
Celebrity Endorse		**0.816**	**0.964**	**0.955**
CE1	0.903			
CE2	0.910			
CE3	0.910			
CE4	0.923			
CE5	0.903			
CE6	0.869			
Brand Image		**0.779**	**0.934**	**0.905**
BI1	0.848			
BI2	0.902			
BI3	0.887			
BI4	0.893			
Purchase Intention		**0.751**	**0.938**	**0.917**
PI1	0.857			
PI2	0.825			
PI3	0.867			
PI4	0.886			
PI5	0.897			
Purchase Decision		**0.752**	**0.901**	**0.835**
PD1	0.900			
PD2	0.818			
PD3	0.883			

Note: processed primary data.

The findings from the analysis indicate that all indicators meet the criteria for convergent and discriminant validity. This is because each variable has a high correlation level exceeding 0.5, and the AVE values in this research are above 0.5 for discriminant validity. Meanwhile, the reliability test can be observed in Cronbach's alpha and composite reliability values, which have exceeded the specified criteria. Therefore, the data is considered reliable. Thus, the instruments used in this research have proven valid and can be used for the following data testing phase.

For the next assessment, the Goodness of Fit Model is evaluated to ensure the structural model's suitability (Hair et al., 2019). This assessment includes the coefficient of determination, R-squared adjusted, and quality index tests. The research model is considered strong when the R-squared value is 0.67. If the R-squared is 0.33, the model is moderate. Finally, the model is considered weak if the R-squared is 0.19. The relevant research data can be found in the table below:

Table 5. R-Squared Test Result

Variabel	Adjusted R-Squared	Keterangan
Purchase Intention	0.761	Kuat
Purchase Decision	0.644	Kuat

Note: processed primary data.

The R-squared test results indicate that the path coefficients for the endogenous variable, purchase intention, are 0.761. This implies that the variables quality, price, e-WOM, celebrity endorsement, brand image, and purchase decision collectively explain 76.1% of the variability in purchase intention. The remaining 23.9% is explained by other variables not included in this research model. Furthermore, the purchase decision is explained by the variables quality, price, e-WOM, celebrity endorsement, brand image, and purchase intention at a rate of 64.4%. This suggests that these variables contribute significantly to purchase decision. Based on the R-squared values criteria, which are 0.761 and 0.644, it can be concluded that the relationships between these variables fall into the strong category. This means that quality, price, e-wom, celebrity endorsement, brand image, and purchase intention have a relatively strong influence compared to other variables in this research model (Febrianti & Hasan, 2022).

Table 6. Direct Effect Result

Hypothesis	Beta	p-Values	Desc.
Quality ➔ Purchase Intention	0.180	0.027	Significant
Price ➔ Purchase Intention	0.027	0.661	Not Significant
e-WOM ➔ Purchase Intention	0.175	0.039	Significant
Celebrity Endorsement ➔ Purchase Intention	0.156	0.010	Significant
Brand Image ➔ Purchase Intention	0.439	0.000	Significant
Purchase Intention ➔ Purchase Decision	0.803	0.000	Significant

Note: processed primary data.

Based on the path analysis results, the effect of quality on purchase intention is significant at 0.180, with p-values less than 0.05, specifically at 0.027. Thus, H_1 is accepted. However, the effect of price on purchase intention does not have a significant effect ($\beta = 0.027$ and $p < 0.661$). Therefore, H_2 is rejected. The significance of e-WOM on purchase intention is also confirmed ($\beta = 0.175$ and $p < 0.039$), as well as the significance of celebrity endorsement on purchase intention ($\beta = 0.156$ and $p < 0.010$). Consequently, both H_3 and H_4 are accepted. The effect of brand image on purchase intention also shows a significant positive result of 0.439, with p-values of 0.000, and purchase intention on purchase decision also results in significance ($\beta = 0.803$ and $p < 0.000$). Thus, H_5 and H_6 are accepted. In summary, the following hypotheses are supported: H_1, H_3, H_4, H_5, and H_6.

The first finding of this research indicates that quality has a positive effect on purchase intention. This result aligns with recent studies (K. A. P. Dewi & Giantari, 2020; Hardiyanto et al., 2020; Kristanto & Pudjoprastyono, 2021; Soefhwan & Kurniawati, 2022). The research has found that the quality of health supplement products is related to customer purchase intention. Particularly in the context of health supplements, where quality and safety are crucial, reliable quality provides a sense of security for consumers and affects their purchase intention.

The second result indicates that price does not significantly affect purchase intention. This finding is consistent with previous studies (Ghali, 2019; Maslahah et al., 2022; Periyadi et al., 2020; Prastiyani & Suhartono, 2020). Although price is generally an important consideration in the decision to purchase products, the results of this research do not support a strong relationship between price factors and consumer purchase intention regarding health supplements.

The third finding of the research is that e-WOM affects purchase intention. This result confirms the findings of previous studies (Agus et al., 2022; Iswara & Santika, 2019; Muhtarom et al., 2022; Nuseir, 2019; Putra et al., 2020; Solihin, 2022; Wedayanti & Ardani, 2020; Yean Sien Liew & Falahat, 2019). This finding illustrates that the effect of reviews, recommendations, and opinions spread through digital platforms has a positive effect on shaping consumer purchase intention for health supplements. The effect of e-WOM in this context may be driven by the consumers' need for validation and perspectives from fellow users before purchasing a specific health product.

The fourth finding indicates the effect of celebrity endorsement on purchase intention. This result is also supported by the previous studies (Devanagiri & Rastini, 2022; R. Dewi, 2019; Jannah et al., 2022; Wardhana et al., 2021). This outcome reflects the strong role of celebrity involvement in promoting products, effectively shaping positive perceptions among consumers. The association between well-known figures and health supplement products provides a strong added value aspect, which is crucial in consumer purchase intentions. Thus, in the realm of health supplement products, celebrity endorsement not only plays a role in enhancing product image but also becomes a significant factor in shaping consumer purchase intentions.

The fifth finding indicates that brand image toward purchase intention has a significant positive effect. This aligns with previous research (Chintia Pramesti & Rahanatha, 2018; Narendra Bagaskara & Ngatno, 2021; Nuseir, 2019; Prastiyani & Suhartono, 2020; Putra et al., 2020; Supradita et al., 2020; Wahyoedi & Effendi, 2021). It was found that a positive perception of the brand image is closely associated with consumers' purchase intent. A strong brand image shapes beliefs and trust in the product, encouraging consumers to feel confident and motivated in choosing that particular health supplement product. Therefore, in the realm of health supplement products, brand image not only creates a positive perception but also plays a crucial role in shaping high purchase intent for the product.

The sixth finding of the research is that purchase intention strongly correlates with the purchase decisions made by consumers. This result is consistent with previous studies (Ayumi & Budiatmo, 2021; Dermawan et al., 2022; Komalasari et

al., 2021; Muhtarom et al., 2022; Oktavia & Fageh, 2022). A strong and positive purchase intention signals that consumers have a strong interest in a particular health supplement product and are likely to make a purchase decision. Thus, in the context of health supplement products, the relationship between purchase intention and purchase decision proves that consumers' purchase intent is a significant initial step toward effective purchase decisions.

Table 7. Indirect Effect Result

Hypothesis	Sample Mean	t-Statistics	p-Values	Description
Quality ➔ Purchase Intention ➔ Purchase Decision	0.144	2.212	0.027	Significant
Price ➔ Purchase Intention ➔ Purchase Decision	0.021	0.439	0.661	Not Significant
E-WOM ➔ Purchase Intention ➔ Purchase Decision	0.140	2.049	0.041	Significant
Celebrity Endorser ➔ Purchase Intention ➔ Purchase Decision	0.125	2.654	0.008	Significant
Brand Image ➔ Purchase Intention ➔ Purchase Decision	0.353	5.350	0.000	Significant

Note: processed primary data.

Based on the path analysis results, the significant mediation effect of purchase intention on the relationship between quality and purchase decision is 0.144, with a p-value less than 0.05 (0.027). Therefore, H_7 is accepted. However, the effect of price on purchase decision through purchase intention is not statistically significant ($\beta = 0.021$ and $p < 0.661$). Thus, H_8 is rejected. The significance of e-WOM on purchase decisions, mediated by purchase intention, is also confirmed ($\beta = 0.140$ and $p < 0.041$). Additionally, there is significance in the celebrity endorsement's effect on purchase decisions through purchase intention ($\beta = 0.125$ and $p < 0.008$). Consequently, H_9 and H_{10} are supported. The positive and significant effect of brand image on purchase decision through purchase intention is 0.353, with a p-value of 0.000. Therefore, H_{11} is accepted. In summary, the following hypotheses are supported: H_7, H_9, H_{10}, and H_{11}.

The seventh finding of this research is that the effect of quality on purchase decisions, mediated by purchase intention, has a significant positive correlation. The results of this research are consistent with previous studies (R. Dewi, 2019; Hartati, 2021; Muhtarom et al., 2022; Puspita & Budiatmo, 2020; Suharyanto & Lestari, 2022). In other words, when consumers perceive good quality in a product, it increases their intention to purchase the product. This purchase intention is what ultimately leads consumers actually to decide to purchase.

The eighth finding indicates that price does not affect purchase decisions mediated by purchase intention. This result is also confirmed by the findings of Maslahah et al. (2022) and Daswan et al. (2018). Based on this research, it can be explained that the price cannot affect the purchase decision through purchase intention. If the price does not meet consumer expectations, it will not encourage consumers to purchase purchase intention.

The ninth finding of this research reveals that e-WOM has a positive effect on purchase decisions mediated by purchase intention. This result aligns with the previous research (Arta & Yasa, 2019; Millah & Indriyani, 2021; Rosita et al., 2022). It means that when consumers receive positive information or recommendations about health supplements through electronic communication channels, it affects not only their intention to purchase the product but also their final decision actually to make the purchase. Thus, purchase intention is a crucial element linking the e-WOM effect to consumers' actual purchasing behavior regarding health supplements.

The tenth finding indicates that celebrity endorsement affects purchase decisions mediated by purchase intention. This result is also confirmed by the findings of previous studies (R. Dewi, 2019; Khairunnisa et al., 2022; Primadani et al., 2021; Rosita et al., 2022; Teguh, 2022). Therefore, when consumers perceive celebrity support for health supplement products, it affects not only their intention to purchase the product but also their final decision actually to make the purchase. Thus, purchase intention plays a crucial role as a connecting element between the effect of celebrity endorsement and the purchasing actions taken by consumers regarding health supplements.

The eleventh finding of the research is that brand image strongly correlates with purchase decisions mediated by purchase intention. This result aligns with the research conducted by the previous studies (R. Dewi, 2019; Maulana & Rakhman, 2022; Muhtarom et al., 2022; Narendra Bagaskara & Ngatno, 2021; Susianawati & Nurtantiono, 2022). Therefore, when consumers have a positive perception of the brand image of health supplement products, it affects not only their intention to purchase the product but also their final decision actually to make the purchase. Thus, purchase intention plays a crucial role as a connecting element between the effect of brand image and the purchasing actions taken by consumers regarding health supplements.

CONCLUSION

This research highlights the factors affecting consumer purchasing decisions, mediated by purchase intention, concerning health supplements in the community of Kota Batam. The findings indicate a significant positive effect of the variables of quality, e-WOM reviews, celebrity endorsement, and brand image on consumer purchase intention. Additionally, consumer purchase intention also affects purchasing decisions. However, the price factor is not proven to affect consumer purchase intention, resulting in significant, substantial implications. This research provides new insights into the effect of health supplement products on consumer purchasing decisions, offering valuable insights for health supplement brands to understand the effect of their products on consumer behavior. This can open opportunities to enhance the value of their products and assist in designing more effective marketing strategies to affect consumer preferences and purchasing decisions in this industry.

The intention to purchase as a mediator in connecting these factors with purchasing decisions is emphasized in this research. Factors such as quality, e-WOM, celebrity endorsement, and brand image significantly affect purchase decisions with purchase intention as a mediation. Meanwhile, the price factor does not significantly affect purchase decisions mediated by purchase intention. This may be due to the complexity of consumer perceptions of price in relation to product quality and value. Although the price is important in purchasing decisions, this research indicates that in the context of health supplements in the community of Batam City, other factors such as quality, e-WOM, celebrity endorsement, and brand image are more dominant in influencing purchasing decisions through purchase intention.

In this context, product quality, positive testimonials, endorsements from notable figures, and a strong brand image might be a more crucial focus for consumers in shaping their purchasing decisions compared to price considerations alone. This illustrates the complexity and multi-dimensionality of consumer considerations in interpreting a product's value, which is not solely fixed on price factors but also encompasses other aspects that affect consumer perceptions and purchase intentions.

However, this research has limitations, particularly its focus on consumers using health supplements in Batam only, making generalizations to other regions uncertain. Additionally, the majority of perspectives accommodated in the research are from younger individuals, reducing representation from the older age group. For future research, conducting studies in other locations to test this model in various demographic contexts is recommended. A more balanced approach in collecting responses is also suggested to clarify the results of this research.

REFERENCES

Agus, I. G., Kameswara, R., Nyoman, N., & Respati, R. (2022). *BRAND IMAGE DALAM MEMEDIASI PENGARUH EWOM TERHADAP NIAT BELI KONSUMEN PADA SEPEDA MOTOR HONDA ADV Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia Industri otomotif nasional di era modern sekarang ini mengalami pertumbuhan yang sangat si*. *11*(5), 1009–1028.

Angeline, C., & Christiarini, R. (2023). ANALISIS PURCHASE DECISION INVOLMENT MELALUI EWOM PAKAIAN MERK NASIONAL DI KOTA BATAM. *Media Bina Ilmiah*, *17*(8), 1839–1854.

Ariani, A., Pasigai, M. A., & Rasyid, M. N. (2018). PENGARUH STRATEGI HARGA TERHADAP VOLUME PENJUALAN PAKAIAN PADA PT. BAROKAH BIQALBIN SALIM CABANG TODDOPULI MAKASSAR. *Jurnal Ilmu Manajemen Profitability*, *2*(1), 9–21. https://doi.org/10.26618/profitability.v2i1.1955

Arta, I. G. S., & Yasa, N. N. K. (2019). the Role of Purchase Intention on Mediating the Relationship of E-Wom and E-Wom Credibility To Purchase Decision. *Russian Journal of Agricultural and Socio-Economic Sciences*, *86*(2), 33–39. https://doi.org/10.18551/rjoas.2019-02.06

Ayumi, B., & Budiatmo, A. (2021). Pengaruh Harga dan Promosi Terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Intervening (Studi pada Konsumen Hypermart Paragon Semarang). *Jurnal Ilmu Administrasi Bisnis*, *10*(2), 1169–1176. https://doi.org/10.14710/jiab.2021.31511

Berliana, F., & Mashadi, M. (2022). Pengaruh Service Quality Dan Customer Satisfaction Terhadap Repurchase Intention Pada Restaurant Pochajjang Bogor Di Masa Pasca Pandemi Covid-19. *Jurnal Ilmiah Manajemen Kesatuan*, *10*(2), 285–292. https://doi.org/10.37641/jimkes.v10i2.1388

Chintia Pramesti, I. A., & Rahanatha, G. B. (2018). Peran Brand Image Memediasi Pengaruh Word of Mouth (Wom) Terhadap Niat Beli Konsumen. *E-Jurnal Manajemen Universitas Udayana*, *8*(1), 113. https://doi.org/10.24843/ejmunud.2019.v08.i01.p05

Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, *8*(3), 585–593. https://doi.org/10.13106/jafeb.2021.vol8.no3.0585

Daswan, L., Lewangka, O., & Maming, D. (2018). PENGARUH KUALITAS LAYANAN, HARGA, DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI LOGAM MULIA PADA PT PEGADAIAN PERSERO CP BARRU (Effect of service Quality, Price, and Trust in Purchasing Decisions Through Interest in Buying Precious Metal. *Jurnal Manajemen, Bisnis Dan Organisasi*, *2*(1), 32–45.

Dermawan, E., Sanjaya, A., & Wediawati, T. (2022). The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions through Purchase Intention in Kopiria. *Pinisi Discretion Review*, *6*(1), 2580–1317.

Devanagiri, D., & Rastini, N. M. (2022). Peran Brand Image Dalam Memediasi Pengaruh Celebrity Endorser Terhadap Purchase Intention (Studi Pada Konsumen Kopi Janji Jiwa Di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, *11*(11), 1873.

Dewi, K. A. P., & Giantari, I. G. A. K. (2020). The Role of Brand Image in Mediating the Influence of E-Wom and Celebrity Endorser on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, *4*(10), 221–232.

Dewi, R. (2019). Pengaruh Kualitas Produk, Citra Merek Dan Celebrity Endorser Terhadap Keputusan Pembelian Smartphone Melalui Minat Beli Sebagai Variabel Intervening. *Jurnal Administrasi Bisnis Fisipol Unmul*, *7*(4), 409. https://doi.org/10.54144/jadbis.v7i4.2862

Dirgantara, I. M. B., & Akbar, H. M. (2022). The role of information quality processing in determining purchase intentions through social psychological distance. *Diponegoro International Journal of Business*, *5*(2), 109–118. https://doi.org/10.14710/dijb.5.2.2022

Febrianti, W., & Hasan, R. (2022). Impact of Product Quality and Brand Image Towards Buying Decisions with Buying Interest as Mediation Variable. *Journal Research of Social Science, Economics, and Management*, *1*(11), 1899–1912. https://doi.org/10.59141/jrssem.v1i11.202

Ghali, Z. (2019). The Antecedents of the Consumer Purchase Intention: Sensitivity to Price and Involvement in Organic Product: Moderating Role of Product Regional Identity. *Trends in Food Science & Technology*. https://doi.org/10.1016/j.tifs.2019.02.028

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hardiyanto, N., Lakshi, H., Perera, K., & Kusdibyo, L. (2020). Customer Purchase Intentions on Hijab Fashion : The Role of Social Media Marketing Instagram and Product Quality. *INTERNATIONAL JOURNAL OF APPLIED BUSINESS RESEARCH*, *2*(2), 138–148. https://doi.org/10.35313/ijabr.v2i02.108

Hartati, B. (2021). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Melalui Minat Beli Produk Cosmetics Jafra Pada Pt. Jafra Cosmetics Indonesia. *Jurnal Manajemen Terapan Dan Keuangan*, *10*(01), 123–137. https://doi.org/10.22437/jmk.v10i01.12653

Hutri, E. D., & Yuliviona, R. (2022). PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR SUZUKI DENGAN MINAT BELI SEBAGAI VARIABLE INTERVENING (Studi kasus pada pengguna sepeda motor di kota Padang). *Abstract of Undergraduate Research, Faculty of Economics, Bung Hatta University*, *20*(2), 1–2.

Iswara, G. A. N., & Santika, I. W. (2019). Peran Citra Merek Dalam Memediasi Pengaruh E-Wom Terhadap Minat Beli Sepatu Merek Bata. *E-Jurnal Manajemen Universitas Udayana*, *8*(8), 5182. https://doi.org/10.24843/ejmunud.2019.v08.i08.p18

Jannah, F. W., Karnadi, K., & Harisandi, Y. (2022). Kualitas Produk Dan Celebrity endorser Dalam Menentukan Minat Beli Produk Ms Glow Melalui Brand Image Sebagai Variabel Intervening Di Hanaa Beauty Store Situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, *1*(3), 493–507. https://doi.org/10.36841/jme.v1i3.1982

Jodi, I. W. G. A. S., Vipraprastha, T., Putra, B. N. K., Prayoga, I. M. S., & Adiyadny, M. S. P. (2022). Impact of Product Quality, Price, and Promotion on Purchase Decision of Dinda Fashion Products in Denpasar. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, *5*(2), 12874–12880. https://doi.org/10.33258/birci.v5i2.5127

Khairunnisa, I., Taufiqurrahman, T., & Firli Musfar, T. (2022). The Effect Of Beauty Vloggers As Celebrity Endorser And Lifestyle Towards Purchase Decision Mediated By Purchase Intention (Study On Consumers Of Scarlett Brand Product In Bekasi Regency). *Jurnal Impresi Indonesia*, *1*(9), 927–941. https://doi.org/10.36418/jii.v1i9.421

Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi Dan Organisasi*, *28*(1). https://doi.org/10.20476/jbb.v28i1.1290

Kristanto, H., & Pudjoprastyono, H. (2021). Pengaruh Kualitas Produk dan Citra Merek terhadap Minat Beli Laptop Acer pada Mahasiswa Fakultas Ekonomi

dan Bisnis Universitas Pembangunan Nasional "Veteran" Jawa Timur. *Jurnal STEI Ekonomi*, *30*(02), 11–19. https://doi.org/10.36406/jemi.v30i02.462

Lisdiani, N. L. I., & Annisa, A. A. (2022). Pengaruh Harga, Kualitas Produk dan Pengetahuan Halal Terhadap Keputusan Pembelian Produk Fiesta Chicken Nugget dengan Minat Beli Sebagai Variabel Intervening. *Invest Journal of Sharia & Economic Law*, *2*(1), 79–91. https://doi.org/10.21154/invest.v2i1.3830

Maslahah, S. H., Sulaksono, H., & Yusuf, H. F. (2022). Pengaruh Kualitas Jaringan, Harga Dan Promosi Terhadap Keputusan Pembelian Paket Data Xl Axiata Melalui Minat Beli Sebagai Variabel Intervening (Studi Kasus: Pengguna Xl Axiata Di Kabupaten Jember). *JMBI : Jurnal Manajemen Bisnis Dan Informatika*, *2*(1), 69–79. https://doi.org/10.31967/prodimanajemen.v2i1.545

Maulana, D. C., & Rakhman, A. (2022). Pengaruh Citra Merek Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Retailer Produk Ramen Ottogi Di DKI Jakarta Yang Dimediasi Oleh Minat Beli. *GEMA EKONOMI*, *11*(2). https://doi.org/10.55129/.v12i4.2927

Maydeline, M., & Christiarini, R. (2023). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PURCHASE INTENTION GENERASI Z PADA SOCIAL COMMERCE. *Media Bina Ilmiah*, *17*(7), 1363–1376.

Millah, I. A., & Indriyani, F. (2021). ANALISIS PENGARUH ISLAMIC BRANDING, HARGA, ELECTRONIC WORD OF MOUTH, DAN COUNTRY OF ORIGIN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PRODUK KECANTIKAN DENGAN MINAT BELI SEBAGAI VARIABEL MEDIASI (Studi Kasus Generasi Y dan Generasi Z di Jawa Tengah). *Ijtihad: Jurnal Hukum Dan Ekonomi Islam*, *15*(2), 197–236.

Muhtarom, A., Syairozi, M. I., & Rismayati, R. D. (2022). Analisis Citra Merek, Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Dimediasi Minat Beli. *Derivatif : Jurnal Manajemen*, *16*(1), 36–47.

Narendra Bagaskara, N., & Ngatno, N. (2021). Pengaruh Brand Image Dan Harga Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Ilmu Administrasi Bisnis*, *10*(1), 726–735. https://doi.org/10.14710/jiab.2021.29765

Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, *10*(3), 759–767. https://doi.org/10.1108/JIMA-03-2018-0059

Oktavia, F., & Fageh, A. (2022). Pengaruh Diskon Terhadap Keputusan Pembelian Kosmetik Halal Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Ecodemica Jurnal Ekonomi Manajemen Dan Bisnis*, *6*(1), 1–10. https://doi.org/10.31294/eco.v6i1.11196

Periyadi, P., Junaidi, J., & Maulida, N. (2020). Pengaruh Strategi Promosi Dan Harga Terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli Kain Sasirangan Bordir. *At-Tadbir : Jurnal Ilmiah Manajemen*, *4*(2), 152. https://doi.org/10.31602/atd.v4i2.2907

Pinto, P. A., & Paramita, E. L. (2021). Social media influencer and brand loyalty on generation Z: the mediating effect of purchase intention. *Diponegoro*

International Journal of Business, *4*(2), 105–115. https://doi.org/10.14710/dijb.4.2.2021

Prastiyani, M., & Suhartono, S. (2020). Analisis Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Smartphone Advan Melalui Citra Merek Sebagai Variabel Intervening Di Wilayah Yogyakarta. *Jurnal Riset Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Program Magister Manajemen*, *7*(1), 58–74. https://doi.org/10.32477/jrm.v7i1.188

Primadani, R. D., Purwanto, H., & Sari, S. L. (2021). Pengaruh Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variable Intervening (Studi Empiris Pada Konsumen Bintang Toedjoe Masuk Angin di Madiun). *SIMBA: Seminar Inovasi Manajemen Bisnis Dan Akuntansi3*, *3*, 1–15.

Puspita, C. M., & Budiatmo, A. (2020). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening (Studi Pada Rocket Chicken Wolter Monginsidi Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, *9*(3), 268–275. https://doi.org/10.14710/jiab.2020.28079

Putra, T. R. I., Ridwan, & Kalvin, M. (2020). How Electronic Word of Mount (E-Wom) Affects Purchase Intention with Brand Image As A Mediation Variable: Case of Xiaomi Smartphone in Student. *Journal of Physics: Conference Series*, *1500*(1). https://doi.org/10.1088/1742-6596/1500/1/012094

Rahadi, D. R. (2023). *Pengantar partial least squares structural equation model(pls- sem) 2023*. Lentera Ilmu Madani.

Rosita, A., Lukitaningsih, A., & Fadhilah, M. (2022). PERAN CELEBRITY ENDORSE, CITRA MEREK, ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN MELALUI NIAT BELI (Studi Kasus Pada Produk Scarlett). *Jurnal MANAJERIAL*, *21*(1), 95–110. https://doi.org/10.17509/manajerial.v21i1.47201

Soefhwan, S., & Kurniawati, K. (2022). Pengaruh social media marketing, product quality, dan store atmosphere terhadap purchase intention dengan brand image sebagai variabel mediasi pada coffee shop di Aceh. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, *4*(10), 4484–4497. https://doi.org/10.32670/fairvalue.v4i10.1710

Soenjoto, W. P. P., & Mujiyono, A. (2020). Fenomena Panic Buying dan Scarcity di Masa Pandemi Covid 19 Tahun 2020 (Kajian Secara Ekonomi Konvensional dan Syariah). *Jurnal Istiqro*, *6*(2), 126–139. https://doi.org/10.30739/istiqro.v6i2.568

Solihin, D. (2022). The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth on Brand Attitude of Shopee Fashion E-Commerce in Denpasar. *Majalah Ilmiah Bijak*, *19*(2), 193–205. https://doi.org/10.7176/ejbm/11-18-10

Suharyanto, S., & Lestari, T. (2022). Pengaruh Kualitas Produk dan Store Atmosphere Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Pada Kedai Kopi Lain Hati di Grand Galaxy City Bekasi). *Jurnal Manajemen Dan Perbankan (JUMPA)*, *9*(2), 10–24.

https://doi.org/10.55963/jumpa.v9i2.459

Supradita, C. F., Darpito, S. H., & Laksana, D. H. (2020). Brand Image As a Mediation of Electronic Word of Mouth on Purchasing Intention of Laneige. *Jurnal Penelitan Ekonomi Dan Bisnis*, *5*(2), 180–193. https://doi.org/10.33633/jpeb.v5i2.3270

Susianawati, M., & Nurtantiono, A. (2022). Minat Beli Sebagai Variabel Intervening Pada Pengaruh Citra Merek Dan Promosi Terhadap Keputusan Pembelian Mascara Maybelline. *Jurnal Ilmiah Edunomika*, *6*(2).

Teguh, K. R. (2022). Pengaruh Celebrity Endorsement Dan Promosi Terhadap Keputusan Pembelian Produk Minyak Goreng Kedelai Misoya Di Pt. Sari Sarana Kimiatama Melalui Minat Beli Sebagai Variabel Intervening Pada Masa Pandemi Covid-19. *Jurnal Ekonomi Manajemen Dan Bisnis*, *3*(1), 92–111. https://doi.org/10.32815/jubis.v3i1.1090

Wahyoedi, S., & Effendi, M. (2021). The Role Of Brand Image As Mediating Variable In The Influence Of Price And Promotion On Buying Interest (Study Case On Hyundai Electric Car). *International Journal of Science, Technology & Management*, *2*(5), 1743–1754. https://doi.org/10.46729/ijstm.v2i5.296

Wardhana, H. W., Wahab, Z., Shihab, M. S., & Yuliani, Y. (2021). Pengaruh Electronic Word Of Mouth (E-Wom) Dan Celebrity Endorsement Terhadap Minat Beli Konsumen: Studi Pada E-Commerce Zalora dengan Brand Image Sebagai Variabel Mediasi. *Coopetition: Jurnal Ilmiah Manajemen*, *12*(3), 431–446. https://doi.org/10.32670/coopetition.v12i3.627

Wedayanti, K. A., & Ardani, I. G. A. K. S. (2020). Peran Brand Image Memediasi Pengaruh Electronic Word of Mouth Dan Brand Awareness Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, *9*(6), 2434. https://doi.org/10.24843/ejmunud.2020.v09.i06.p19

Yanti, M. M., & Budiatmo, A. (2020). Pengaruh Store Atmosphere dan Harga terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Intervening (Studi pada Konsumen Gelael Ciputra Mall Semarang). *Jurnal Ilmu Administrasi Bisnis*, *9*(4), 582–589. https://doi.org/10.14710/jiab.2020.28850

Yean Sien Liew, & Falahat, M. (2019). Factors influencing consumers' purchase intention towards online group buying in Malaysia. *International Journal of Electronic Marketing and Retailing*, *10*(1), 60–77. https://doi.org/https://doi.org/10.1504/IJEMR.2019.096627