



THE ROLE OF MEDIA ADVERTISING AND WORD OF MOUTH ON THE PURCHASE DECISION OF MINISO PRODUCTS IN PALEMBANG CITY

Christabel Michelle

Musi Charitas Catholic University Palembang

E-mail: christabelmichelle03@gmail.com

ABSTRACT

Miniso has been discussed and mentioned on Twitter and Instagram, among other social media platforms. This demonstrates the enthusiasm of social media users who follow Miniso and apply it as an interesting conversation starter. Miniso has also been successful in reaching 1.8 million potential users who use their personal mobile devices to discuss subjects regarding retail. These findings demonstrate that Miniso has been successful in generating a large number of impressions through promotional activities on the social media sites mentioned above. Furthermore, the purpose of this study is to determine whether media advertising and word-of-mouth influence consumers' purchase decisions in Palembang City. 120 respondents completed online surveys that were sent via Google Forms. The data was processed by quantitative methods. Results show that: (1) Media Advertising has a positive influence on purchasing decisions. (2) Word of Mouth has a positive effect on purchasing decisions. This study can serve as a resource for other researchers conducting related research as well as an assessment tool for the Miniso corporation.

Keywords: *Media Advertising, Word of Mouth, Purchase Decision, Miniso*

1. Introduction

Marketing Communication is a step to introduce the brand to the public and various information about the brand is conveyed. One form of marketing communication that has been running effectively and even becomes one of the company's obligations to carry out the communication if you want to promote is advertising. Advertising has become one of the promotional means for companies to introduce their brands to the public in order to build consumer awareness of the company's advertised products. Developments in the world of advertising which has now become online marketing can provide a sense of interest in making purchases because advertising has become a communicative marketing strategy for all consumers. In this day and age that has been all technology, society has become more open and responsive in addressing the important value of advertising in a marketing communication that already dominated by technology, is more receptive and open to acknowledging the critical role that advertising plays in marketing communications. In response, businesses need to keep up with the advancements in information technology (IT). This is because, apart from raising brand awareness, IT can expand a company's market reach, as all digital online advertising is accessible from anywhere and can be used on a variety of social media platforms. Considering all online information must be accessible through a reliable internet connection, there is a close relationship between online communication media and the internet. Adoption of social networking sites by businesses facilitates business activities as well, which can be beneficial for online marketing campaigns and advertising function can be accessed anywhere and can be placed on various social media platforms. By the survey results of the Indonesian Internet Service Providers Association (APJII) shows that internet users in Indonesia reached 215.63 million people in the 2022-2023 period. When compared to the previous survey period,

Indonesia's internet penetration rate in 2023 has increased by 1.17% compared to 2021-2022 which was 77.02%.

Media Advertising offers all the information in a variety of formats that are simple for customers to recall until the company's name becomes more well-known. Brand awareness is crucial to a business's success if it is successful in raising consumer awareness of its brand. One benefit of media advertising, which has taken center stage on social media, is its ability to start conversations that become viral through word-of-mouth, or what's usually called "word of mouth.". The communication can take the form of concerns about the brand. Reporting from analysis.netray.id, Miniso has been mentioned and discussed 1,039 times by 420 on social media twitter. The frequency of this conversation jumped from September 12 to October 12, 2020 which resulted in 100-200 tweets per day. This proves the level of enthusiasm of Twitter social media users who pay attention to Miniso and make it a positive topic discussion. Miniso also managed to get a potential reach of 1.8 million who discussed topics related to retail through their personal mobile devices. The results of this information show that Miniso has succeeded in using its social media as a place for promotional activities to generate many impressions on one social media only, not to mention other social media that are also active in carrying out various interesting advertisements.

Miniso has a sizable number of followers, approximately a million on Instagram alone. Miniso also regularly produces new items, intriguing ad posts featuring a variety of endorsers, and videos which bring attention to their products. Miniso has also set up a *linktree* link on Instagram for customers interested in other Miniso social media. This link provides users access to numerous additional Miniso social media sites, including Facebook, Twitter, and Tiktok. Despite the common use of social media, Miniso continues to consistently engage in media advertising that attracts a large number of impressions from buyers.

After reviewing previous studies, including Lumintang and Untu's (2016) study on the impact of advertising on Coca-Cola beverage purchasing decisions (a case study conducted at PT. Build Authority Beverage Company Manado), the researcher made the decision to investigate the effects of media advertising and word-of-mouth on purchasing decisions. The findings demonstrated that advertising significantly and favorably affects consumers' decisions to buy. Hidayat and Prasetyo (2022) carried out more research that demonstrated the beneficial impact of word-of-mouth on consumers' decisions to buy. Additional investigation carried out by Saputra (2017) reveals that advertising has no direct impact on consumer decisions to buy. Next, Maghfiroh (2019) conducted a study on the impact of word-of-mouth on purchasing decisions. The study's findings indicate that word-of-mouth had no bearing on decisions to buy products. Research by Yahya (2012) likewise revealed the same conclusion, namely that word-of-mouth did not significantly influence consumers' decisions to buy. The knowledge gap is that although individuals generally believe that word-of-mouth and media advertising are highly effective, the previously cited study indicates otherwise. Kotler (2012) states that at this moment, the internet advertising has become a driving force for advertising initiatives and efforts. Along with the wider use of the internet, online transactions are increasingly widespread, and even become a medium for advertising for marketed products.

The advertisers (*Advertiser*) will place its ad on *Websites* Potential publishers, namely websites that have many visitors. In the form of Word of Mouth, according to Sernovitz (2012), Word of Mouth is considered very effective because the origin of its beliefs is coming from people who do not benefit from their recommendations. Word of Mouth generates very rich and reliable conversations. The gap in information from experts and the results of previous research formed this is also one of the reasons researchers re-conducted of research on the role of Media Advertising and Word of Mouth on the purchase decisions.

2. Literature Review

2.1 Media Advertising

As for according to Tjiptono in Rahman, (2012: 20) states that, Advertising is a form of indirect communication, which is based on information about the advantages, or advantages of a product, which is structured in such a way that it causes a sense of fun that will change a person's mind to make a purchase. Advertising is one of the most widely used forms of promotion for companies in promoting their products. According to Kustandi in Rahman, (2012: 21) advertising is a mass communication process involving certain sponsors, who pay for the services of a mass media for broadcasting its advertisements. According to Wibisono (2012) advertising indicators are, *May cause attention; attract; desire; produce an action.*

According to the indicator of one of the factors, media advertising, customers are more likely to be interested in and confident about purchasing Miniso products when there is a greater usage of informative media advertising. Product comprehension can be improved by information provided through media advertising. Positive word-of-mouth about Miniso items will bolster a person's convictions and increase the likelihood that he will purchase the product. As a result, the degree of educational media advertising is crucial in determining how consumers view and trust Miniso products, which in turn influences their decision to make a purchase if they hear more positive feedback from others. based on studies conducted in 2016 by Jane G. Poluan et al. showing that media advertising influences consumers' decisions to buy products in a favorable way.

H₁: Media Advertising Has a Positive Influence on Miniso Product Purchasing Decisions in Palembang City

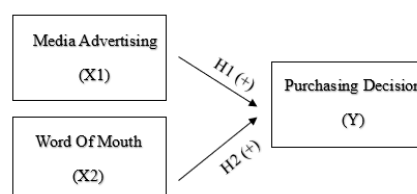
2.2 Word of Mouth

According to Kotler and Keller (2012) define Word of Mouth as a person with oral, written, or electronic communication related to the benefit or experience of buying or using a product or service. Word of Mouth communication refers to the exchange of comments, thoughts, or ideas between two or more consumers, where they are not authorized marketers of the company. Information obtained from Word of Mouth is clearer and easier to understand by consumers because the message in the information comes directly from people who have experience.

Based on this definition, it can be concluded that Word of Mouth is a promotional media carried out through people to convey a value of products or services that have been used to others, the assessment can be positive and negative so that Word of Mouth is subjective because it is based on someone's judgment. According to Sernovitz (2012), there are 5 basic indicators of Word of Mouth known as 5T, namely, *talkers; topics; tools; talking part; tracking.*

According to the variable indicators of word-of-mouth, a product has a higher chance of succeeding in the market if word-of-mouth is more informative when it comes to product introduction, a product can be better understood by consumers before they decide to purchase it. Research by Prasetyo & Hidayat (2019) also gave results that the influence of Word of Mouth has a positive influence on purchasing decisions. From these studies, the following hypotheses are stated:

H₂: Word of Mouth Has a Positive Influence on Miniso Product Purchasing Decisions in Palembang City



3. Research Methods

3.1 Types of Research

This type of research uses empirical research. The research can be said to be empirical because researchers want to analyze and prove the influence *Media Advertising* (X1) and *Word of Mouth*(X2) on the purchase decision (Y) which will be tested by both variables with statistical testing to determine the effects of these positive, negative, or only significant effects.

3.2 Population

The population in this study is people residing in Palembang City who have purchased Miniso products.

3.3 Sample

The samples in this study are some people who have purchased Miniso products, researchers decided to take the form of 100 samples because it can be a proof to represent the population in Palembang City who have purchased Miniso products in Palembang City. The sampling technique in this study was taken using the technique *purposive sampling*. This technique is applied with questionnaires in a timely manner. *Online use googleform* (<https://forms.gle/w6eHCAzxppjDqdmS8>) which is distributed throughout the community, researchers will record respondents' profiles, namely age, gender, and domicile. The researcher will then tell in his questionnaire, which respondents can answer the researcher's questionnaire with the following sample criteria:

1. Respondents have seen Miniso advertisements online on Miniso's official social media
2. Respondents have purchased Miniso products at least 2 times.

3.4 Variable Operational Definition

In this study using 3 variables and can be adjusted with existing indicators. Indicators *measurement* In Table 1 measured by *Likert Scale* (Likert scale). With the weight of each question will be given a measurement scale as follows:

1. Strongly Disagree (STS) : 1
2. Disagree (TS) : 2
3. Neutral (N) : 3
4. Agree (S) : 4
5. Strongly Agree (SS) : 5

Table.1 Measurement

Variable	Indicators	No. Item
<i>Media Advertising</i>	Ads can provide information to <i>brands</i>	MA 01
	Ads can trigger the desire to perform an action	MA 02
	Ads are displayed attractively to be remembered	MA 03
	Ads are displayed to attract attention	MA 04
	Ads are displayed at their best to create a positive impression	MA 05
	Advertising can create an appeal to introduce a product brand	MA 06
<i>Word of Mouth</i>	The willingness of consumers to talk positively about the quality of service to	WOM 1

	others	
	Speech can form a product recommendation to others	WOM 2
	Encouragement of friends or relations to make product purchases	WOM 3
	The sharing of information provided can affect the desire to buy	WOM 4
Purchasing Decision	Focusing on Miniso products because they caught my attention	PD 01
	Have confidence in purchasing	PD 02
	Decide to make a purchase after looking at various options	PD 03
	Repurchase interest	PD 04

3.5 Data Analysis Method

The data analysis method is an activity after data from all respondents or other data sources are collected (Sugiyono, 2019). In data analysis, researchers group data based on variables and types of respondents, design tables according to the analysis needed from respondents, present data on each variable to be studied then perform calculations to test the hypotheses that have been proposed, Power analysis to be carried out is a quantitative analysis expressed by numbers from a series of table forms to facilitate analysis and understanding data. The data analysis is obtained with the help of statistical applications, namely the SPSS (Statistical Product and Service Solutions) program. In this study, data analysis techniques will be carried out as follows:

3.5.1 Validity Test

Sugiyono (2019) stated that the validity test is an equation of data reported by researchers with data obtained directly that occurs in research subjects. The validity test is used to measure the validity or at least a questionnaire. A questionnaire is said to be valid if the statements on the questionnaire are able to reveal what the questionnaire will measure. Test the validity of each question if $r_{count} > r_{table}$ at a significant level ($\alpha = 0.05$) then the instrument is considered invalid and if $r_{count} < r_{table}$ then the instrument is considered invalid.

3.5.2 Reliability Test

According to Ghozali (gh) reliability is actually a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to statements are consistent over time. Reliability tests are used to measure the consistency of measurement results from questionnaires in repeated use. Respondents' answers to questions are said to be reliable if each question is answered consistently or the answers are not randomized.

3.5.3 Normality Test

According to Ghozali (2016), multicollinearity testing aims to find out whether the regression model found a correlation between independent variables or independent variables. The effect of this multicollinearity is to cause high variables in the sample. This means a large standard error, so when the coefficient is tested, the t-count will be small from the t-table. This shows that there is no linear relationship between the independent variable affected and the dependent variable. If the probability value is greater ($>$) than 0.05, the data is normally distributed. If the probability value is smaller ($<$) than 0.05 then the data is not normally distributed.

3.5.4 Multicollinearity Test

Multicollinearity is a linear relationship with an independent variable. According to Ghozali (2017: 71), the multicollinearity test aims to examine whether the 30 regression model has a high or perfect correlation with the independent variable. A good regression model has no correlation with variables. If there is a high correlation between independent variables, then the relationship with the independent variable then the dependent variable will be disrupted. Ghozali (2017: 73) if multicollinearity has a significance level of 90%, with independent variables it will be detected using a correlation matrix with the following determinations: If the value of the correlation matrix between two independent variables is greater than (>) 0.90, it has multicollinearity.

If the value belonging to the correlation matrix between the two independent variables is less than

3.5.5 Heteroscedasticity Test

According to Ghozali (2017: 85) the heteroscedasticity test is used to research whether the regression model has a variance inequality from the residual of one observation with another observation. If the residual variance with observation to other observations is constant, it is called homoscedasticity, if it is different, heteroscedasticity. A regression model that is considered good is the residual of one observation with another observation that is constant or homoscedasticity or does not have heteroscedasticity. This analysis uses the Glejser test to assess heteroscedasticity. Ghozali (2017: 90) with the glacier test can be used by progressing the absolute residual value to have other independent variables. Having a significance level of 5%, the presence of heteroscedasticity can be assessed under the following conditions: If the value produced by the probability of the independent variable is greater than (>) 0.05 then it has no heteroscedasticity.

If the value produced by the probability of the independent variable is smaller than small than (<) 0.05 then it has no heteroscedasticity.

3.5.6 Multiple Linear Regression Test

According to Sugiyono (2019), multiple regression analysis is used to predict how the state of the dependent variable if two or more independent variables are used as predictor factors manipulated. In the study, a linear regression test was carried out by testing the influence of independent variables, namely Media Advertising and Word of Mouth, on the dependent variable, namely purchasing decisions.

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

Information:

Y = Purchase Decision

a = Constant

B₁ = Media Advertising regression coefficient

X₁ = Media Advertising independent variable

B₂ = Word of Mouth regression coefficient

X₂ = Word of Mouth independent variable

e = Error

3.5.7 Partial test t

According to Sugiyono (2019), the t test is a temporary answer to the problem formulation, which asks the relationship between two or more variables. The hypothesis testing design is used to determine the correlation of the two variables studied. In the t test there are the following conditions:

- a. If significant > 0.05 then H_0 is accepted and H_1 is rejected, meaning that the independent variable has no significant effect on the dependent variable.
- b. If significant < 0.05 then H_0 is rejected and H_1 is accepted, meaning that the independent variable has a significant effect on the dependent variable.

3.5.8 Coefficient of Determination

According to Sujarweni (2015), the Coefficient of Determination (R^2) is used to determine the percentage of change in non-free variables (Y) caused by independent variables (X). If R^2 is greater, then the percentage change in the non-free variable (Y) caused by the independent variable (X) is higher. If R^2 is getting smaller, then, the percentage change in the non-free variable (Y) caused by the independent variable (X) is getting lower.

4. Results and Discussion

In this study, data were obtained by distributing questionnaires *Online* through *google form link* which is spread through social media such as Instagram, and Whatsapp. Data derived from the answers of respondents who have seen advertisements on social media and have bought Miniso products at least 2 times in Palembang City will be the primary data that will be processed by researchers.

In the distribution of questionnaires through social media that have been carried out, researchers managed to collect as many as 150 respondents who filled out the questionnaire, and from these 150 respondents there were 120 respondents who matched the requirements of the research sample.

4.1 Validity Test

The Validity Test uses 120 respondents ($n = 120$) as a trial sample. Calculation of validity test using *Bivariate Pearson* with the criteria that the data will be valid if the calculated r value is more than r table (0.1793).

Table 2: Media advertising validity test results (X_1)

Variable	r Calculate	r Table	Information
Media Advertising (X_1)			
X1-1	0,786	0, 1793	VALID
X1-2	0,818	0, 1793	VALID
X1-3	0,810	0, 1793	VALID
X1-4	0,837	0, 1793	VALID
XI-5	0,840	0, 1793	VALID
X1-6	0,738	0, 1793	VALID
Word of Mouth(X_2)			
X2-1	0,773	0, 1793	VALID
X2-2	0,738	0, 1793	VALID
X2-3	0,843	0, 1793	VALID
X2-4	0,802	0, 1793	VALID
X2-5	0,744	0, 1793	VALID
X2-6	0,826	0, 1793	VALID
X2-7	0,759	0,1793	VALID

Word of Mouth(Y)			
Y-1	0,706	0, 1793	VALID
Y-2	0,657	0, 1793	VALID
Y-3	0,757	0, 1793	VALID
Y-4	0,598	0, 1793	VALID
Y-5	0,758	0, 1793	VALID
Y-6	0,676	0, 1793	VALID

Source: Primary Data Processed, 2023

Based on table 2 above, it can be seen that all indicators of Media Advertising, Word of Mouth, and purchase decision variable statements are declared valid because the results of r count are greater than r table.

4.2 Reliability Test

Table 3: Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Standard	Result
Media Advertising	0,899	0,70	RELIABLE
Word of Mouth	0,895	0,70	RELIABLE
Purchasing Decision	0,777	0,70	RELIABLE

Source: Primary Data Processed 2023

Based on table 3 above, the reliability test results of all variables in the study have met the reality requirements, this is intended with a Cronbach alpha value greater than 0.70.

4.3 Normality Test

Table 4: Normality Test Results

	Unstandardized Residual	Information
Asymp.sig (2 Tailed)	0,086	Normal

Source: Primary Data Processed 2023

Based on table 4, the residual data results in this study have been distributed normally because the significance value is greater than 0.05, which is 0.086.

4.4 Multicollinearity Test

Multicollinearity testing aims to test whether the regression model found a correlation between independent variables. In a good regression model, there should be no correlation between independent variables.

Table 5: Multicollinerity Test Results

Variable	Tolerance	VIF	Information
Media Advertising	0,336	2,978	No multicollinearity occurs
Word Of Mouth	0,336	2,978	No multicollinearity occurs

Based on table 5, it can be concluded that there is no multicollinearity in this study because the VIF value of each independent variable is smaller than 10 and the tolerance value is greater than 0.10.

4.5 Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another.

Table 6: Heteroscedasticity Test Results

Variable	Sig.	Information
Media Advertising	0,347	No heteroscedasticity occurs
Word of Mouth	0,683	No heteroscedasticity occurs

Based on table 6, it can be seen that this study did not occur heteroscedasticity due to the significance value of value. 0.05 morer namely 0.347 and 0.683.

4.6 Multiple Linear Regression Test

Table 7: Multiple Linear Regression Results

Variable	B	Beta	T	Sig.
<i>Constant</i>	8,319		6,100	0,000
Media Advertising	0,330	0,409	3,890	0,000
Word of Mouth	0,268	0,379	3,602	0,000

Source: Processed Primary Data, 2023

The following table shows that the constant coefficient (a) calculated is 8.319, which indicates that the respondent's consistent Purchase Decision (Y) score is 8.319 in the absence of Media Advertising (X1) and Word of Mouth (X2). Subsequently, the calculated regression coefficient value for the Media Advertising variable is 0.330. This implies that the Purchase Decision (Y) will rise by 0.330 for every 1% increase in Media Advertising (X1). The Word of Mouth variable's regression coefficient is 0.268, which indicates that for every 1% increase in Word of Mouth (X2), the Purchase Decision (Y) will also increase by 0.268. Due to the positive regression coefficient that was found, Media Advertising (X1) and Purchasing Decisions (Y) on Miniso products in Palembang City. Therefore, the regression equation obtained is as follows:

$$Y = 8.319 + 0.330X1 + 0.268X2 + e$$

4.7 Partial Test Analysis t

4.7.1 Influence of Media Advertising (X1) on purchase decision (Y)

From table 8, it can be seen that the significance value of the Media Advertising variable is 0.000 or less than the probability value of 0.05. This means that there is a significant influence of Media Advertising (X₁) to the purchase decision (Y). So the hypothesis (H₁) accepted: Media Advertising has a positive influence on the Purchase Decision of Miniso products in Palembang City.

4.7.2 The Effect of Word of Mouth (X2) on Purchasing Decisions (Y)

From table 8, it can be seen that the significance value of the Word of Mouth variable is 0.000 or less than the probability value of 0.05. This means that there is a positive influence of Word of Mouth (X₂) to the Purchase Decision (Y). So the hypothesis (H₂) accepted: Word of Mouth has a positive influence on the Purchase Decision of Miniso products in Palembang City.

4.8 Coefficient of Determination Test

Table 9: Test Results of the Coefficient of Determination of the Equation

Type	R	R Square	Adjusted R Square	Std Error of the Estimate
	0,751	0,565	0,557	2,665

Source: Processed primary data, 2023

Based on the results in the table above, It can be seen that *Adjusted R Square* is 0.557 or 55.7%. therefore, it can be concluded that Media Advertising, Word of Mouth, and Purchase decisions amounted to 55.7%. While the remaining 44.3% was explained by other variables that were not studied in this study.

5. Conclusion

Based on the results of data analysis What has been done regarding the role of Media Advertising and Word of Mouth in the decision to purchase Miniso products in Palembang City, it can be concluded as follows:

1. Media Advertising has a positive influence on Purchasing decisions. This means that the better and more attractive the advertisement, the more it can encourage Miniso consumers to make a purchase.
2. Word of Mouth positively influences Purchasing Decisions. This means that other people's words or comments about Miniso products can influence Miniso consumers to make purchasing decisions.

6. Limitations and Advice

6.1 Limitations

In this research process, there are several limitations experienced and can be several factors that can be considered in order to perfect the research. Some limitations in the study, among others:

1. The number of respondents tested was only 120 people, of course, it is still insufficient to describe the real situation.
2. This study only focuses on Miniso in Palembang City so that the test results may be different if the object of research at the national level as a whole.

6.2 Suggestion

Some suggestions that can be given for future studies are as follows:

1. Furthermore, if the researcher chooses Miniso as the object of research, he can add a research sample without city restrictions so that he can see the influence if the research is carried out entirely in Indonesia.
2. Further researchers should be able to conduct ongoing research, this is in order to see and assess any changes in respondent behavior over time.
3. It is expected that there are additional variables that may also affect many things in this study.

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