

## The Influence of Digital Marketing, Word of Mouth, and Product Quality on Purchasing Decisions (A Study of Azarine Consumers in Medan City)

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### ABSTRACT

This study examines the effects of digital marketing, word-of-mouth communication, and product quality on consumer purchasing decisions for Azarine products. Using a quantitative approach, the research analyzed both individual and combined impacts of these factors on consumer buying behavior. A purposive sampling method recruited 100 Azarine product users in Medan City. Primary data was collected through questionnaires, while secondary data came from literature review. Data analysis used SPSS including validity tests, reliability assessments, classical assumption tests, multiple linear regression, and coefficient of determination analysis. Results show digital marketing significantly influences purchase decisions ( $t = 11.499 > 1.985$ ,  $p < 0.05$ ) with a positive regression coefficient of 0.164. Word-of-mouth demonstrates significant positive impact ( $t = 7.958 > 1.985$ ,  $p < 0.05$ ) with regression coefficient of 0.155. Product quality positively affects purchase decisions ( $t = 2.079 > 1.985$ ,  $p = 0.011 < 0.05$ ) with regression coefficient of 0.044. The three variables collectively explain 66.9% of variance in purchase decisions (Adjusted  $R^2 = 0.669$ ), indicating substantial explanatory power. The remaining 33.1% is attributed to external factors not included in this model. These findings suggest companies should emphasize digital marketing strategies, encourage positive word-of-mouth, and maintain high product quality to enhance consumer purchasing intentions. The study provides valuable insights for marketing professionals seeking to maximize consumer behavior influence through integrated promotional approaches.

Keywords: Digital Marketing, Word of Mouth, Product Quality, Purchasing Decision, Azarine

## 1. INTRODUCTION

The cosmetics sector continues to manifest pronounced expansion globally, including within Indonesia. Heightened cognizance of the salience of self-care, corporeal aesthetics, and dermal well-being propels the escalating demand for skincare commodities. Statistical disclosures from the Ministry of Industry forecast that Indonesia's cosmetic domain shall proliferate at an average cadence of 5.35% annually throughout 2024–2028. Such trajectories signify that skincare commodities have metamorphosed into essential requisites for society, transcending their erstwhile characterization as mere lifestyle embellishments. Corroborative data from Databoks illustrates revenue augmentation within Indonesia's personal care and beauty sphere: from approximately USD 5.52 billion in 2015, ascending consistently to USD 6.5 billion by 2019, before experiencing a minor regression in 2020 to USD 5.93 billion, attributable to the deleterious repercussions of the COVID-19 pandemic upon consumer purchasing potency. Nevertheless, from 2021 through 2024, fiscal inflows are prognosticated to rise markedly, attaining USD 8.32 billion by 2024. Determinants underpinning this trajectory encompass intensifying consumer confidence in indigenous brands proffering high-caliber merchandise at accessible valuations, as well as formulations attuned to the dermatological requisites and climatic particularities of the Indonesian populace.

The development of the local skincare industry reflects rapid growth, marked by the emergence of various local brands that have been able to compete in the national market over the past five years. Brands such as Wardah, Emina, Somethinc, Scarlett, and Skintific. Wardah and Emina have performed strongly

through offline networks and marketing based on religiosity and affordability, Scarlett is widely known through aggressive celebrity endorsements, Somethinc has entered the market with a positioning as a local brand with quality equivalent to global high-end brands, while Skintific stands out through its scientific claims and TikTok virality. Their emergence establishes a new chapter for local brands that compete not only on price but also on innovation and digital experience. One brand that has successfully capitalised on the industry's growth momentum and demonstrated exceptional performance in the beauty business is Azarine, widely recognised for its superior sunscreen products across various e-commerce platforms. Azarine offers a wide range of beauty products, including skincare (cleansers, eye care, toners, moisturisers, body sunscreens, serums, sunscreens, lip care, and masks), as well as makeup (blush, bronzer, browcara, eyebrow products, and eyeliner). Azarine has become one of the local brands that has successfully attracted consumers, particularly in the sunscreen market on e-commerce platforms such as Shopee.

According to Markethac.id, Azarine has shown outstanding performance, particularly in sunscreen products, ranking first as the top local sunscreen brand with total sales reaching £13.5 billion and 243,862 units sold. This figure surpasses major competitors like Wardah and Facetology. Azarine's dominance in the sunscreen category is no coincidence and indicates consumer preference for the brand. One reason why Azarine sunscreen is a top product is its lightweight formula, quick absorption, no white cast, and aggressive marketing through digital channels. Another award won by Azarine is being the first Indonesian brand to win the Allē Awards in the Most Significant Skincare Formula category. One important factor is the use of a highly effective digital marketing strategy. Azarine optimises various channels such as websites, social media, and e-commerce platforms such as Shopee. On social media, Azarine collaborates with influencers to promote its products through reviews, tutorials, and educational content, while on e-commerce platforms, Azarine utilises flash sales, discount vouchers, and thematic campaigns integrated with influencer promotions. The choice of Shopee is also very strategic considering that according to Ipsos research, Shopee is the most recommended e-commerce platform by users in Indonesia (62%), followed by Tokopedia 46%, TikTok Shop 42%, and Lazada 36%.

In addition to digital marketing, word of mouth (WOM) plays a significant role in the success of local brands, including Azarine. Today's consumers are greatly influenced by online reviews, honest testimonials from beauty influencers, YouTube reviews, and TikTok content that shows the actual use of products (Br Sitepu et al., 2024). The Word of Mouth effect not only increases product awareness but also builds trust. In fact, recommendations from fellow consumers now hold more sway than formal advertisements because they are perceived as more authentic. Another factor that cannot be overlooked is the quality of the product itself. In an increasingly saturated market, consumers tend to make repeat purchases only if they are satisfied with the benefits and experience of using the product. Azarine has successfully proven that their sunscreen formulations meet the expectations of Indonesian consumers, from UV protection and comfort of use to suitability for tropical skin that tends to be oily. Active ingredients such as Niacinamide, Centella Asiatica, and ceramide, which are commonly used by Azarine, also increase the functional value of their products.

These three factors, namely digital marketing, word of mouth, and product quality, form a strong synergy in influencing purchasing decisions. Digital marketing is the main channel for distribution and communication, word of mouth is the bridge of trust between consumers, while product quality is a guarantee that the consumer experience will be positive after purchase. This phenomenon elucidates the capacity of brands such as Azarine to expand expeditiously and surpass global competitors within the domestic marketplace, thereby reshaping the cosmetics marketing terrain wherein digital promotion, oral advocacy, and merchandise calibre assume increasingly pivotal functions in swaying consumer purchase proclivities. The metropolis of Medan was designated as the locus of inquiry, as it constitutes a principal economic nexus for commerce, industry, and enterprise in North Sumatra, distinguished by robust purchasing potency and a sizeable populace. Medan's economy registered a 4.71% expansion in 2021–2022 (BPS Kota Medan). Its consumers exhibit heightened discernment regarding product excellence and display a proclivity toward procuring premium cosmetic commodities compatible with tropical dermatological conditions. The present investigation thus seeks to interrogate how the triad of digital marketing, word of mouth, and product quality informs Azarine consumers' purchasing determinations in Medan, thereby furnishing strategic insights to refine marketing efficacy in this urban context.

Despite the proliferation of prior inquiries into the discrete effects of individual determinants on purchasing proclivities, salient lacunae persist within the literature. To date, no investigation has holistically

interrogated the interrelation among digital marketing, word-of-mouth advocacy, and product calibre within a singular empirical milieu. This study thus concentrates on Azarine consumers in Medan City, a locus characterized by distinctive consumer dispositions and behavioural patterns. The exigency of this inquiry resides in elucidating the dynamics of how digital promotion, interpersonal diffusion (WOM), and product quality collectively shape purchasing determinations, particularly against the backdrop of the meteoric ascendancy of indigenous brands such as Azarine. Given Azarine's market pre-eminence in the sunscreen segment and the pervasive role of digital technologies in contemporary promotional strategies, further scrutiny is imperative to delineate efficacious models that may be emulated by other domestic enterprises. Accordingly, the present research is entitled: "The Influence of Digital Marketing, Word of Mouth, and Product Quality on Purchasing Decisions (A Study of Azarine Consumers in Medan)."

The objective of this inquiry is to scrutinize the impact of digital marketing, oral advocacy (word of mouth), and product calibre upon purchasing determinations of Azarine commodities within Medan City. Specifically, the study endeavours to elucidate the extent to which digital promotional practices shape consumer decision-making, how interpersonal recommendations exert influence upon purchasing propensities, and the manner in which product quality informs consumer predilections and behavioural patterns. Furthermore, this research aspires to examine the conjoint effect of these three determinants, thereby furnishing a holistic portrayal of the variables that underpin consumer behaviour toward Azarine products in the Medan marketplace.

This inquiry is anticipated to yield multifaceted advantages. For scholars, it is expected to augment intellectual repertoire and contribute substantively to the corpus of knowledge, particularly within the marketing discipline. For enterprises, the study provides salient insights into determinants shaping consumer purchasing proclivities, which may serve as a foundation for devising more efficacious promotional strategies, especially in the beauty sector. For the Business Administration Study Programme, the research aspires to function as a scholarly reference, furnishing material for subsequent investigations on marketing and consumer behaviour, thereby reinforcing the enrichment of academic literature in this domain. Thus, this research not only provides practical understanding for companies but also makes a useful academic contribution to the development of science.

## **2. LITERATURE REVIEW**

### **2.1. Marketing**

According to Indrasari (2019), marketing is an integrated and planned activity by an organisation to meet market demand through the creation of marketable products, establishing prices, communication, delivery, and exchange of value that benefits consumers, clients, partners, and the community. Siregar and Nasution (2023) highlight that marketing is crucial for business success and sustainability, while Ningrum et al. (2022) emphasise aligning organisational resources with customer needs in competitive strategies. Marketing is not only about selling products but also shaping positive perceptions of the brand to increase customer loyalty and business sustainability.

Marketing has six basic concepts. The production concept emphasises cheap and widely available products, while the product concept emphasises quality and superior features. The sales concept encourages aggressive marketing strategies, while the marketing concept emphasises meeting market needs more effectively than competitors. The social marketing concept emphasises consumer and community welfare, and the global marketing concept prioritises strategic management to understand environmental factors and meet stakeholder needs (Pandowo et al., 2023).

### **2.2. Digital Marketing**

According to Daga et al. (2023), digital marketing signifies the utilisation of the digital sphere as a conduit for promotional undertakings. Anita and Sos (2023) further expound that it encompasses marketing and branding endeavours disseminated through multifarious media channels. Agustiani et al. (2024) delineate digital marketing as the orchestration and execution of concepts, strategies, pricing schemes, promotional efforts, and distributional mechanisms. Consequently, digital marketing may be construed as a marketing praxis that exploits digital technologies including electronic media and the internet, for the promulgation of goods or services. A salient manifestation of this is internet marketing (e-marketing), which deploys websites,

electronic mail campaigns, social networking platforms, and online advertisements to amass consumer data, diffuse product information, and exhibit promotional materials. Moreover, digital marketing avails itself of sophisticated instruments such as Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) to amplify the discoverability of websites or digital advertisements, thereby enhancing their accessibility to potential consumers.

According to Harahap and Kenedi (2024), digital marketing indicators include four main aspects. The attributes of digital marketing may be categorised into several pivotal dimensions. First, accessibility denotes the capacity of users to retrieve information and advertising services within digital domains, exemplified through platforms such as social media. Second, interactivity refers to the degree of reciprocal communication fostered between advertisers and consumers, encompassing responsiveness to audience feedback. Third, credibility signifies the extent to which online promotional messages are perceived by consumers as reliable, competent, authoritative, and impartial. Fourth, informativeness embodies the aptitude of advertisements to deliver lucid and precise product-related information, thereby conferring tangible benefits upon consumers.

### **2.3. Word of Mouth**

According to Kotler and Keller (2016), word of mouth (WOM) represents an interpersonal communication process whereby individuals or groups convey recommendations regarding a product or service. WOM serves as a form of promotion that demands minimal, and often negligible, financial expenditure. Cahyani et al. (2022) further elucidate that WOM constitutes the transfer of product-related information from one consumer to another. For consumers lacking prior knowledge, WOM is frequently deemed a credible and trustworthy source of insight. Moreover, the dissemination of WOM can accelerate when the individuals transmitting the information possess broad and active social networks. From these perspectives, it can be inferred that WOM is essentially a communicative exchange between parties concerning goods or services, which holds substantial potential to shape consumer purchasing decisions.

According to Muanas (2014), word of mouth indicators include several aspects. First, encouraging friends to use the product, which arises from the alignment between product quality and consumer expectations, prompting them to invite friends or relatives to try similar products or services. Second, discussing products based on positive experiences, where consumers exchange information about products they use and consider to be of high quality. Third, recommending products or services to friends, family, and others, which arises from consumer satisfaction with the products or services received. These indicators show that word of mouth plays an important role in the dissemination of information and influences purchasing decisions.

### **2.4. Product Quality**

According to Gunawan et al. (2022), product quality is understood as the amalgamation of various attributes, characteristics, and properties that generate value, both in terms of functionality and in fulfilling consumer satisfaction. One of the principal expectations of customers toward producers is the assurance of superior product and service quality. In line with this, Kotler and Keller (2016) define product quality as the capacity of a product to deliver outcomes or performance that meet, or even surpass, customer expectations. From these perspectives, it can be inferred that product quality reflects a product's ability to satisfy consumer needs and preferences through attributes such as durability, reliability, usability, and overall value.

According to Kotler and Keller (2016), the indicators that influence product quality include several aspects. First, durability, which is how long a product can last before it needs to be replaced; the more often a product is used, the higher its durability. Second, features, which are the characteristics of a product that are designed to enhance its functionality or add to its appeal to consumers. Third, aesthetics, which relates to the appearance of the product, including its design, packaging visuals, and attractive product details. Fourth, conformance to specifications, which measures the extent to which the basic operational characteristics of the product meet certain consumer specifications and the absence of defects in the product. These indicators form the basis for assessing product quality and determining customer satisfaction levels.

### **2.5. Consumer Behaviour**

According to Samsiyah et al. (2023), consumer behaviour refers to a series of activities associated with the process of purchasing goods or services. Sinulingga et al. (2023) further define it as the decision-making process and activities undertaken by individuals in evaluating, acquiring, using, or managing products and services. Similarly, Siregar and Nasution (2023) highlight that consumer behaviour encompasses actions

directly involved in obtaining, consuming, and utilising goods or services, including pre- and post-purchase decision-making. Nugraha et al. (2021) also describe consumer behaviour as an individual's decision-making process and activities in evaluating, utilising, and managing goods or services. Meanwhile, Nababan & Siregar (2022) underline its strong relation to the purchasing process, wherein consumers search for, research, evaluate, and ultimately decide on products. Collectively, these perspectives indicate that consumer behaviour represents a comprehensive process involving the evaluation, acquisition, consumption, and post-purchase management of goods and services. Consumer behaviour is dynamic, meaning that the actions of consumers, both individuals and groups, are constantly changing and evolving over time.

According to Kotler and Keller (2016), the factors that influence consumer behaviour include several aspects. First, cultural factors that have a broad influence on consumer behaviour, including culture, subculture, and social class, which must be understood by producers. Second, social factors, which include the influence of reference groups, family, roles, and social status; consumers are often influenced by those around them, such as friends, family, or colleagues, in making purchasing decisions. Third, personal factors include individual characteristics such as age, occupation, lifestyle, economic situation, and personality, which are related to preferences, specific needs, and stages in the consumer life cycle. Fourth, psychological factors include motivation, perception, learning, and beliefs, which also shape consumer behaviour in choosing and using products or services.

## **2.6. Purchase Decisions**

Wiranata et al. (2021) define a purchasing decision as a problem-solving process that involves several stages, namely problem recognition, information search, alternative evaluation, the act of purchase, and post-purchase evaluation. Similarly, Khafidin (2020) explains that purchasing decisions encompass all actions taken to determine a choice among multiple alternatives, also passing through the stages of problem recognition, information search, evaluation, decision-making, and post-purchase behaviour. In a broader sense, Rahmanisa and Mardhiyah (2022) view purchasing decisions as an integration process that synthesises knowledge in order to evaluate two or more behavioural alternatives before selecting one. Collectively, these perspectives highlight that purchasing decisions are a structured process combining cognitive evaluation and behavioural action to arrive at the most suitable choice.

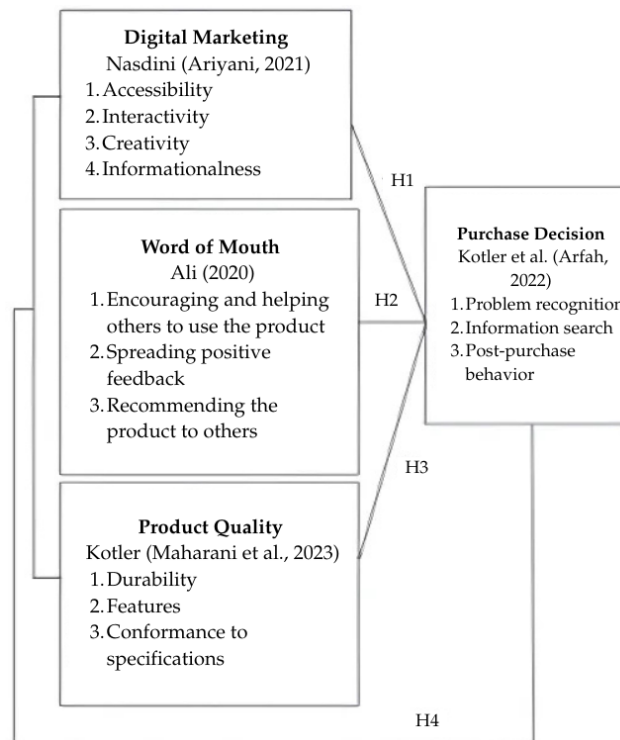
According to Kotler and Keller (2016), indicators for measuring purchasing decisions cover several aspects. First, recognition of the problem or need, which is the purchasing process that begins with the realisation of a difference between the actual condition and the condition desired by the buyer. Second, information search, where consumers may not always actively seek information related to their needs, but still consider relevant sources for decision making. Third, post-purchase behaviour, which describes consumers' reactions after purchasing a product; if the product does not meet expectations, consumers tend to develop negative attitudes towards the brand and may remove it from their list of choices, whereas if the product provides satisfaction, consumers will be more motivated to make repeat purchases. These indicators show how the purchasing decision process takes place, from the recognition of needs to the evaluation of purchase results, which then influences consumer loyalty and attitudes towards the product.

## **2.7. Previous Research**

Several prior studies consistently demonstrate the influence of digital marketing, word of mouth, and product quality on purchasing decisions. Inayah (2020) found that these factors, along with product attributes, affected visitor decisions at Taman Kyai Langgeng in Magelang. Similarly, Rosyidah (2022) confirmed through multiple linear regression that digital marketing, word of mouth, and service quality significantly shaped consumer decisions regarding Erigo products in Surabaya. Sariyanti and Junaidi (2023) further revealed that brand image and product quality influenced Azarine sunscreen purchase decisions in Greater Solo through purchase interest, while Rahmah (2019) highlighted lifestyle, price, and product quality as positive determinants of Sophie Martin purchasing behaviour among students in Surabaya. More recently, Sitanggang (2024) reported that brand ambassadors, product quality, and word of mouth had significant impacts on purchasing decisions in Yogyakarta. Collectively, these studies reinforce the critical role of digital marketing, word of mouth, and product quality, alongside complementary variables, as key drivers of consumer purchasing behaviour.

## 2.8. Framework of Thought

This study employs purchasing decisions (Y) as the primary framework, with digital marketing ( $X_1$ ), word of mouth ( $X_2$ ), and product quality ( $X_3$ ) serving as the independent variables that influence it. The objective is to examine the extent to which these three variables affect consumer purchasing decisions. Accordingly, the conceptual framework of this research can be illustrated as follows:



**Figure 1. Conceptual Framework**

## 3. RESEARCH METHODS

### 3.1. Research Design

The present study adopts a quantitative research design with an associative approach. According to Sugiyono (2017), quantitative research is grounded in the philosophy of positivism, emphasizing the examination of specific populations or samples, the use of random sampling techniques, data collection through research instruments, and statistical data analysis. The associative approach, as explained by Sugiyono (2017), aims to test hypotheses regarding the influence or relationship between two or more variables.

### 3.2. Research Location and Time

This study was conducted on consumers who had purchased Azarine products in Medan City through the direct distribution of questionnaires. The data collection was carried out during the period of January to February 2025.

### 3.3. Research Population and Sample

The population in this study consisted of consumers of Azarine products residing in Medan City. Since the total number of consumers could not be determined, the exact population size is unknown. The sampling technique employed was non-probability sampling, which does not provide equal opportunity for each member of the population to be selected. Specifically, purposive sampling was used, whereby respondents were chosen based on predetermined criteria. The criteria for inclusion in the sample are as follows:

- Residents of Medan City.
- Minimum age of 17 years old.
- Have purchased Azarine products on e-commerce (Shopee).

The researchers established that the sample size could not be ascertained because there was no definite information about the number of Azarine product customers in Medan. Therefore, the researchers assumed that the population size was very large, and thus used Cochran's formula.

$$n \equiv \frac{Z^2 pq}{e^2}$$

$$n \equiv \frac{(1.96)^2(0.5)(0.5)}{(0.1)^2}$$

Where:

n = Sample size

Z = Confidence level 5% = 1.96

p = Proportion value obtained from previous research; if the proportion is unknown, then the estimated proportion is 50% (0.5).

q = 1 – p

e = Sampling error rate 10% = 0.1 from a confidence level of 90%.

Based on these sample calculations, the number of samples required is 96 respondents, but the researcher decided to round it up to 100 respondents to simplify the calculations.

### 3.4. Research Hypotheses

**H1:** Digital marketing significantly influences the purchasing decisions of Azarine product consumers in Medan City.

**H2:** Word of mouth significantly influences the purchasing decisions of Azarine product consumers in Medan City.

**H3:** Product quality significantly affects the purchasing decisions of Azarine product consumers in Medan City.

**H4:** Digital marketing, word of mouth, and product quality collectively influence the purchasing decisions of Azarine product consumers in Medan City.

### 3.5. Data Collection Techniques

Data for this study were collected from two sources: primary and secondary. Primary data were obtained through questionnaires distributed directly to Azarine consumers in Medan City, while secondary data were gathered via literature reviews, previous research, and online sources. A Likert scale was employed to measure respondents' attitudes, opinions, and perceptions regarding the variables. Each variable was operationalized into indicators, which formed the basis for the questionnaire items. The Likert scale consisted of five points: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1) (Sugiyono, 2017).

### 3.6. Data Analysis Techniques

This study employed a questionnaire as the primary data collection instrument. To ensure its suitability, validity and reliability tests were conducted. The questionnaire included both open-ended questions, which captured respondents' identities, and closed-ended questions, consisting of statements with predefined answer options.

## 4. RESULTS AND DISCUSSION

### 4.1. Research Results

#### 4.1.1. Respondent Identity

**Table 1. Respondent Identity**

No	Characteristics	Category	Frequency	Percentage (%)
1	Gender	Male	21	21
		Female	79	79

2	Age	17 - 20	19	19
		21 - 24	44	44
		25 - 28	22	22
		>29	15	15
3	Number of Transactions	1 time	16	16
		2-4 times	58	58
		>5 times	26	26

Based on the above data, the characteristics of the respondents show that the majority are women at 79%, while men only account for 21%. This reflects that Azarine products are used more by women, who are the main segment in the beauty industry. In terms of age distribution, respondents were dominated by the 21-24 age group with a percentage of 44%, indicating that the main consumers are young adults who are more aware of skin care and actively follow beauty trends through social media and digital promotions. In terms of the number of transactions, the majority of respondents made 2-4 purchases in the last six months, amounting to 58%, indicating that consumers do not just try the product once, but make repeat purchases due to their satisfaction and positive experience with the product quality. This data indicates high consumer loyalty and provides opportunities for the company to maintain and expand its market share.

#### 4.1.2. Data Analysis Results

##### A. Instrument Testing

##### 1) Validity Test

**Table 2. Validity Test Results**

No.	Variable	Statement	R- count	R-table	Description
1	Digital Marketing (X1)	X1.1	0,717	0,196	Valid
		X1.2	0,676		Valid
		X1.3	0,714		Valid
		X1.4	0,818		Valid
		X1.5	0,705		Valid
		X1.6	0,303		Valid
		X1.7	0,617		Valid
		X1.8	0,721		Valid
2	Word of Mouth (X2)	X2.1	0,662	0,196	Valid
		X2.2	0,742		Valid
		X2.3	0,636		Valid
		X2.4	0,723		Valid
		X2.5	0,410		Valid
		X2.6	0,725		Valid
3	Product Quality (X3)	X3.1	0,490	0,196	Valid
		X3.2	0,590		Valid
		X3.3	0,627		Valid
		X3.4	0,718		Valid
		X3.5	0,694		Valid
		X3.6	0,552		Valid
		X3.7	0,616		Valid
		X3.8	0,475		Valid
4	Purchase Decision (Y)	Y.1	0,599	0,196	Valid
		Y.2	0,744		Valid
		Y.3	0,701		Valid
		Y.4	0,750		Valid
		Y.5	0,634		Valid
		Y.6	0,719		Valid



Based on the table above, all statements on each variable have a rhitung value greater than rtabel (0.196), so all statements are categorised as valid. This indicates that the instruments used are reliable for measuring the variables of digital marketing (X1), word of mouth (X2), product quality (X3), and purchase decisions (Y) in this study. All of these indicators can be used as valid measuring tools to analyse the relationships between the variables studied.

## 2) Reliability Test

**Table 3. Reliability Test Results**

Variables	Cronbach's Alpha	Number of Items	Description
Digital Marketing (X1)	0,810	8	Reliable
Word of Mouth (X2)	0,729	6	Reliable
Product Quality (X3)	0,738	8	Reliable
Purchase Decision (Y)	0,782	6	Reliable

All variables; digital marketing, word of mouth, product quality, and purchasing decisions, have Cronbach's Alpha values above 0.6, indicating that the measurement instruments are consistent and reliable.

## B. Classical Assumption Test

### 1) Normality Test

**Table 4. Kolmogorov-Smirnov Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,60672678
Most Extreme Differences	Absolute	,043
	Positive	,039
	Negative	-,043
Test Statistic		,043
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

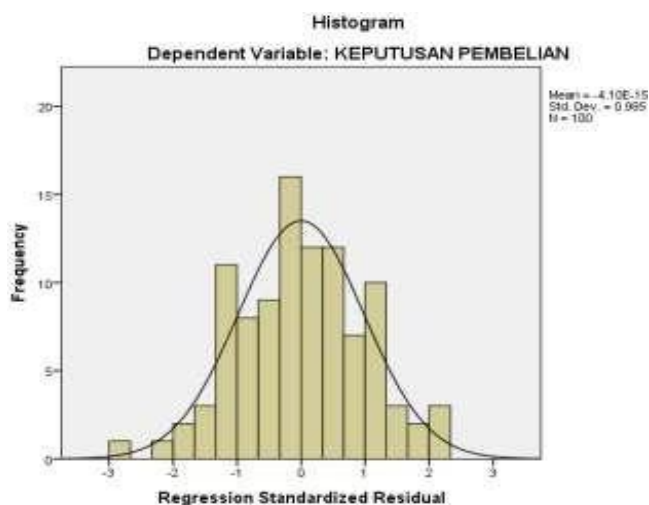
a. Test distribution is Normal.

b. Calculated from data

c. Lilliefors Significance Correction.

Source: Data Processing Results (2025)

The Kolmogorov-Smirnov test yielded a significance value of 0.200 (>0.05), indicating that the data are normally distributed.



**Figure 2. Histogram Chart**

Figure 2 shows a symmetrical, bell-shaped distribution, confirming that the data collected are normally distributed.

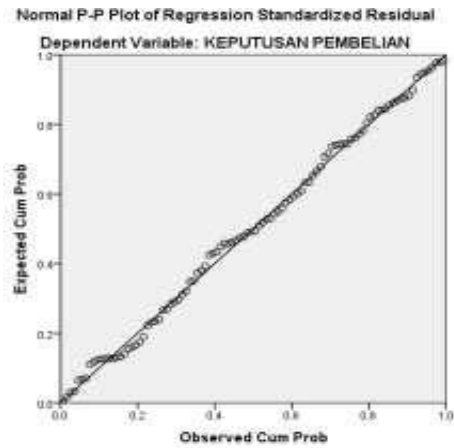


Figure 3. P-P Plot Graph

Figure 3 indicates that the data are normally distributed, as the sample closely follows the diagonal line and any deviations are minimal.

## 2) Multicollinearity Test

Table 5. Multicollinearity Test Results

Model	Coefficients <sup>a</sup>			T	Sig.	Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients	Tolerance			VIF	
	B	Std. Error					Beta
(Constant)	14,847	,832		17,842	,000		
Digital marketing	,164	,014	,668	11,499	,000	,992	1,008
Word of mouth	,155	,020	,465	7,958	,000	,980	1,021
Product Quality	,044	,017	,151	2,579	,011	,972	1,029

a. Dependent Variable: Purchase decision

Source: Data Processing Results (2025)

The results presented in Table 5 reveal that the tolerance coefficient for the digital marketing variable is 0.992, exceeding the threshold of 0.10. Similarly, the tolerance coefficients for the word of mouth and product quality variables are 0.980 and 0.972, respectively, both surpassing the 0.10 criterion. Concomitantly, the Variance Inflation Factor (VIF) values are 1.008 for digital marketing, 1.021 for word of mouth, and 1.029 for product quality, all remaining well below the critical threshold of 10.00. These findings indicate an absence of multicollinearity among the three independent variables, thereby affirming the suitability of the regression model and its applicability for constructing the predictive equation.

## 3) Heteroscedasticity Test

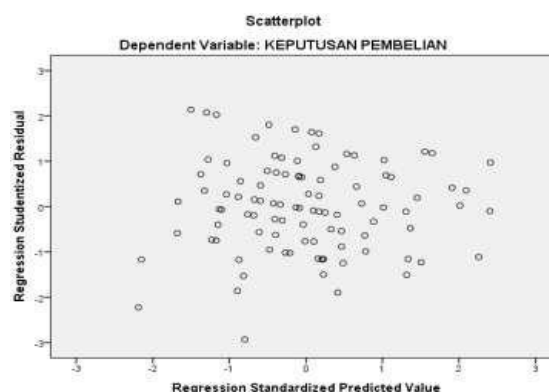


Figure 4. Heteroscedasticity Test Results

Source: Data Processing Results (2025)

As illustrated in Figure 4, the plotted points are dispersed both above and below the zero line without forming any discernible pattern. This random dispersion indicates that the assumptions are satisfied, confirming that the regression model examining the effects of digital marketing (X1), word of mouth (X2), and product quality (X3) on purchasing decisions (Y) does not exhibit heteroscedasticity.

### C. Multiple Linear Regression Analysis

**Table 6. Multiple Linear Regression Analysis Results**  
**Coefficients<sup>a</sup>**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,847	,832		17,842	,000
	Digital marketing	,164	,014	,668	11,499	,000
	Word of mouth	,155	,020	,465	7,958	,000
	Product Quality	,044	,017	,151	2,579	,011

a. Dependent Variable: Purchase Decision

Source: Data Processing Results (2025)

Based on the results in Table 6, the linear equation in this study is as follows:

$$Y = 14.847 + 0.164X1 + 0.155X2 + 0.044X3$$

Based on the multiple linear regression results in Table 6, the regression equation can be interpreted as follows:

- 1) The constant value of 14.847 represents the baseline purchase decision (Y) in the absence of any influence from digital marketing, word of mouth, or product quality. This suggests that consumer interest in Azarine products exists independently, though it strengthens when these factors are present.
- 2) The digital marketing coefficient (X1) of 0.164 implies that for every one-unit increase in digital marketing efforts, the purchase decision (Y) rises by 0.164 units. This indicates a direct, positive relationship: the more robust the digital marketing, the stronger the consumer's purchase decision.
- 3) The word of mouth coefficient (X2) of 0.155 indicates that a one-unit increase in word of mouth influence raises the purchase decision (Y) by 0.155 units. The positive coefficient confirms that stronger word of mouth communications are associated with higher consumer purchase decisions.
- 4) The product quality coefficient (X3) of 0.044 suggests that for every one-unit increase in perceived product quality, the purchase decision (Y) increases by 0.044 units. This positive relationship indicates that higher product quality corresponds to stronger purchasing decisions, albeit with a smaller effect compared to digital marketing and word of mouth.

### D. Hypothesis Testing

#### 1) Partial Test Results (T-test)

**Table 7. Partial Test Results (T-test)**  
**Coefficients<sup>a</sup>**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,847	,832		17,842	,000
	Digital marketing	,164	,014	,668	11,499	,000
	Word of mouth	,155	,020	,465	7,958	,000
	Product Quality	,044	,017	,151	2,579	,011

b. Dependent Variable: Purchase Decision

Source: Data Processing Results (2025)

Based on the results of the Partial Significance analysis (T-test) in Table 4.43, the following conclusions can be drawn:

- a. The digital marketing variable (X1) has a t-value of 11.499, which exceeds the t-table value of 1.985, with a significance level of 0.000 ( $< 0.05$ ) and a positive regression coefficient of 0.164. This demonstrates that

digital marketing significantly influences purchase decisions (Y) with a strong impact. Therefore, Ha1 is accepted.

- b. The word of mouth variable (X2) has a t-value of  $7.958 > 1.985$ , a significance level of  $0.000 (< 0.05)$ , and a positive regression coefficient of 0.155. This indicates that word of mouth significantly affects purchase decisions (Y), but its influence is moderate compared to digital marketing. Consequently, Ha2 is accepted.
- c. The product quality variable (X3) shows a t-value of  $2.079 > 1.985$ , a significance level of  $0.011 (< 0.05)$ , and a positive regression coefficient of 0.044. Although product quality significantly affects purchase decisions (Y), its influence is relatively small compared to digital marketing and word of mouth. Thus, Ha3 is accepted.

## 2) F-test

**Table 8. Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	77,054	3	25,685	67,659	,000 <sup>b</sup>
Residual	36,444	96	,380		
Total	113,498	99			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Product Quality, Word of mouth, digital marketing

Source: Data Processing Results (2025)

Based on Table 8, the simultaneous effect of digital marketing (X1), word of mouth (X2), and product quality (X3) on purchase decisions (Y) is significant, with a significance value of  $0.000 (< 0.05)$  and an F-count of 67.659, which is greater than the F-table value of 2.70. These results indicate that the three independent variables collectively exert a substantial influence on purchase decisions. This effect is categorised as large, as the F-count far exceeds the F-table, demonstrating that digital marketing, word of mouth, and product quality together make a significant contribution to shaping consumer purchasing decisions. Therefore, Ha4 is accepted.

## 3) Coefficient of Determination (R2)

**Table 9. Results of the Coefficient of Determination Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,824 <sup>a</sup>	,679	,669	,61613

a. Predictors: (Constant), Product Quality, Word of mouth, digital marketing

b. Dependent Variable: Purchase Decision

Source: Data Processing Results (2025)

Based on the data analysis results shown in Table 9, it is known that:

- a. The correlation coefficient (R) of 0.824 indicates a strong relationship between digital marketing (X1), word of mouth (X2), product quality (X3), and purchasing decisions (Y), with an 82.4% association. This strong proximity to 1 suggests that the model fits the data well.
- b. The Adjusted R<sup>2</sup> value of 0.669, or 66.9%, reveals that digital marketing, word of mouth, and product quality collectively account for 66.9% of the variance in purchasing decisions (Y), while the remaining 33.1% is attributable to other factors beyond the study's scope.

## 4.2. Discussions

### 4.2.1. The Influence of Digital Marketing on Purchasing Decisions

Based on the preceding analyses, all instrument items measuring digital marketing (X1), word of mouth (X2), product quality (X3), and purchasing decisions (Y) are valid and reliable, indicating that the dataset is suitable for examining inter-variable relationships comprehensively. Digital marketing, as defined by Daga et al. (2023), refers to the utilization of digital platforms for advertising purposes. It encompasses the use of diverse media and involves the strategic planning and execution of concepts, ideas, pricing, promotion, and

distribution. In this study, the indicators of digital marketing follow Harahap and Kenedi (2024), which include accessibility, interactivity, credibility, and informativeness.

Based on the results of this study, the data obtained from the respondents' answers shows that the most influential indicator is accessibility, with statements about the Azarine application and website being easily accessible and operable by consumers. From the data obtained, 47% of respondents agreed and 27% strongly agreed that they found it easy to access Azarine's digital platform. This shows that ease of access is a key factor in attracting consumers and increasing the likelihood of them making a purchase. Consumers tend to be more attracted to brands that offer a convenient and easy shopping experience, especially in a rapidly growing digital ecosystem.

The accessibility indicator, which has the greatest influence, shows that ease of accessing information, making transactions, and navigating websites and applications are important elements in digital marketing. Today's consumers tend to want a fast and seamless shopping experience, so responsive and easy-to-use digital platforms will attract their attention more. In addition, ease of access can also increase customer loyalty because they feel more comfortable returning to make purchases in the future.

Furthermore, there is an indicator with the lowest influence, namely credibility, with a statement that respondents believe that the information provided by Azarine on social media is accurate and reliable. The Likert analysis shows that only 63% answered 'agree', while 37% answered 'disagree'. This indicates that even though digital marketing can reach many consumers, the credibility of the information conveyed is still a challenge. Consumer trust in a brand is greatly influenced by the consistency and transparency of the information provided, so if there are doubts about the accuracy of the information, purchasing decisions can be hampered.

The low influence of credibility in digital marketing shows that consumers are still cautious in trusting the information they obtain online. In the digital age, information is easily accessible and widely disseminated, but not all information is considered valid by consumers. Therefore, brands need to increase transparency and ensure that all information conveyed in digital media is accurate, clear, and trustworthy so as not to cause doubt among potential buyers.

Overall, the findings of this study reveal that digital marketing exerts a significant influence on the purchasing decisions of Azarine consumers in Medan. The SPSS data analysis shows that the digital marketing variable (X1) on purchasing decisions (Y) yielded a t-value of  $11.499 > 1.985$ , with a significance level of  $0.000 < 0.05$  and a positive regression coefficient of 0.164. These results indicate that digital marketing has a substantial and statistically significant effect on purchase decisions. Consequently,  $H_{a1}$  is accepted. These findings are corroborated by Rosyidah (2022) which similarly concluded that digital marketing significantly impacts consumer purchasing decisions.

#### **4.2.2. The Influence of Word of Mouth on Purchasing Decisions**

Based on the results of prior testing, all statements related to digital marketing (X1), word of mouth (X2), product quality (X3), and purchasing decisions (Y) were found to be valid and reliable, indicating that the collected data are suitable for in-depth analysis of the relationships between these variables. According to Cahyani et al. (2022), word of mouth (WOM) is defined as a communication process involving recommendations shared between individuals or groups regarding a product or service, which can influence consumer perceptions and purchasing behaviour. Word of mouth can be mouth-to-mouth promotion, which requires very little or even no cost at all. This study uses word of mouth indicators according to Muanas (2014), namely the willingness of consumers to talk about positive things, recommend services or products to others, encourage friends, and make purchases.

Based on the results of this study, the data obtained from the respondents' answers shows that the most influential indicator is talking about products with positive experiences, with respondents stating that their positive experience with Azarine products makes them more confident in recommending them to others, with 37% answering strongly agree and 51% agreeing. This shows that consumers who have positive experiences tend to be more active in sharing recommendations with others, either through direct conversation or social media. Thus, good personal experiences can be a key factor in strengthening word of mouth, which influences purchasing decisions.

The indicator of discussing products based on positive experiences shows that individual perceptions and experiences of a product can be a major driver of word of mouth. Consumers who are satisfied with Azarine products will voluntarily share their stories and testimonials, which can ultimately build a positive image for the brand. This is in line with the concept that the better a person's experience with a product, the more likely they are to spread recommendations to others, thereby strengthening purchasing decisions among potential consumers.

In addition, there is an indicator that has the lowest influence, namely the indicator of recommending products or services to friends, family and others with the statement that when talking about beauty products, respondents always mention Azarine as one of the brands that is worth trying. The Likert analysis results show that only 63% answered in the agree category, and the other 37% answered in the disagree category that they always mention Azarine as a brand worth trying when talking about beauty products. These findings indicate that although many consumers have had positive experiences with Azarine products, not all of them actively recommend this brand in everyday conversation. This could be due to personal preference, the availability of other product options, or a lack of incentive to explicitly share recommendations.

The low influence of the product recommendation indicator shows that although consumers are satisfied with Azarine products, they do not always feel the need to actively mention or recommend this brand in their conversations. This may indicate that word of mouth is more passive in nature, where consumers only talk about the product when asked or when there is a relevant context, rather than proactively spreading information about the product. Thus, although word of mouth plays a role in influencing purchasing decisions, the level of intensity may still vary depending on the involvement of consumers in providing recommendations.

Based on the SPSS data analysis, the word of mouth variable (X2) on purchasing decisions (Y) yielded a t-value of  $7.958 > 1.985$  with a significance level of  $0.000 < 0.05$  and a positive regression coefficient of 0.155. This demonstrates that word of mouth has a significant influence on purchase decisions, with its effect classified as moderate. Consequently, Ha2 is accepted. The results of this study are supported by research conducted by Sitanggang (2024) which indicate that word of mouth has a significant effect on purchase decisions.

#### **4.2.3. The Influence of Product Quality on Purchasing Decisions**

Based on the results of data testing, all statements regarding digital marketing (X1), word of mouth (X2), product quality (X3), and purchase decisions (Y) are valid and reliable, indicating that the data can be confidently used to examine relationships among these variables. According to Gunawan et al. (2022), product quality is a combination of characteristics, attributes, and properties that provide value and satisfaction to consumers. One of the primary expectations of customers is high-quality products and services. This study adopts product quality indicators from Kotler and Keller (2016), namely durability, features, aesthetics, and conformance to specifications.

The results indicate that the durability indicator is the most influential for Azarine consumers, with 55% agreeing and 28% strongly agreeing that the products maintain effectiveness and are not easily damaged even after prolonged use. This highlights that product durability is a key consideration in consumer purchasing decisions. Products with good durability provide added value to consumers because they can be used for a long time without experiencing a decline in quality, thereby increasing trust in the brand. In the cosmetics industry, product durability is an important element because it is directly related to the efficiency of use and the long-term benefits obtained by consumers. Thus, the better the durability of a product, the more likely consumers are to choose and make a purchase.

In addition, there is an indicator with the lowest influence, namely aesthetics, regarding Azarine product packaging being easily recognisable and distinguishable from other brands on the market. The Likert analysis shows that 74% of respondents agreed, while 36% disagreed with this statement. Although aesthetics play a role in attracting consumers' attention, these findings indicate that this factor is not a top priority in influencing purchasing decisions. The lack of influence of aesthetics on purchasing decisions indicates that consumers are more focused on the functional aspects of the product than on the design of its packaging. In the world of cosmetics, attractive packaging can be an initial attraction for potential buyers, but it is not the only factor that

establishes whether a product will be chosen or not. Consumers tend to prioritise the benefits and effectiveness of a product over just an attractive visual appearance.

Based on the SPSS data analysis, the product quality variable (X3) on purchasing decisions (Y) yielded a t-value of  $2.079 > 1.985$ , with a significance level of  $0.011 < 0.05$  and a positive regression coefficient of 0.044. This demonstrates that product quality has a small but statistically significant effect on purchasing decisions. Accordingly, Ha3 is accepted, indicating that product quality contributes meaningfully, albeit modestly, to consumer purchase decisions.

#### **4.2.4. The Influence of Digital Marketing, Word of Mouth and Product Quality on Purchasing Decisions**

Based on the results of previous data tests, all statements regarding the variables of digital marketing (X1), word of mouth (X2), product quality (X3), and purchase decision (Y) are confirmed to be valid and reliable, indicating that the data can be utilized for this study. According to Wiranata et al. (2021), a purchase decision is a problem-solving process that encompasses problem recognition, information search, alternative evaluation, purchase decision, and post-purchase assessment. For this study, the purchase decision indicators are adapted from Kotler and Keller (2016), focusing on problem recognition, information search, and post-purchase behaviour.

The highest indicator in this study is the post-purchase behaviour indicator in the respondents' answers, which tend to repurchase Azarine products after a positive experience with their previous purchase. A total of 53% agreed with the statement and 41% strongly agreed, indicating that the positive experience gained from previous purchases provides a strong incentive for consumers to make repeat purchases. This indicates that the satisfaction gained after trying Azarine products plays an important role in encouraging customer loyalty and increasing the likelihood of them returning to purchase the same product.

The high influence of post-purchase behaviour shows that emotional factors and customer satisfaction play a major role in shaping subsequent purchasing decisions. When consumers are satisfied with their experience of using a product, they are more likely to maintain their preference for that brand and make repeat purchases without much consideration. In addition, positive experiences can also encourage consumers to recommend the product to others, which ultimately strengthens the influence of word of mouth in increasing purchasing decisions.

In addition, there is an indicator that has the least influence, namely the indicator of problem recognition, with the statement that the need for beauty products encourages me to do research before buying Azarine products. The Likert analysis shows that only 78% answered 'agree' and 32% answered 'disagree'. Although most consumers are aware of their need for beauty products, not all of them actively do research before buying. This indicates that purchasing decisions are more influenced by other factors, such as digital promotions, recommendations from others, or previous personal experiences.

The low influence of problem recognition indicates that consumers tend to make purchases based on external factors such as digital advertisements, attractive promotions, and reviews from others, rather than being driven solely by awareness of personal needs. Consumers who are familiar with the brand and have had positive experiences with the product may rely more on external factors in making decisions, without the need to go through an in-depth information search process. This also shows that the purchase of Azarine products is more influenced by emotional impulses and marketing appeal than by rational needs.

Based on the outcomes of the simultaneous hypothesis testing, the significance value for the collective influence of digital marketing (X1), word of mouth (X2), and product quality (X3) on the purchase decision variable (Y) was  $0.000 < 0.05$ , with an Fcount of  $67.659 > 2.70$ . These findings substantiate that the triad of independent variables a concomitant effect on the dependent variable, purchase decision. The magnitude of this effect is categorized as substantial, given that the Fcount markedly surpasses the Ftable threshold. This implies that enhanced digital marketing strategies, more prolific and persuasive word of mouth dissemination, and superior product quality collectively augment the probability of consumer purchase behavior. Consequently, Ha4 is endorsed while H04 is repudiated, signifying a statistically significant conjoint influence of X1, X2, and X3 on Y.

Moreover, the coefficient of determination ( $R^2$ ) analysis yielded a correlation coefficient (R) of 0.824, denoting a proximate association of 82.4% between the independent variables and purchasing decisions. The Adjusted  $R^2$  value of 66.9% indicates that two-thirds of the variability in purchase decisions can be explicated

by the combined influence of X1, X2, and X3, whereas the residual 33.1% is attributable to exogenous factors outside the purview of this investigative model. In this case, the researcher assumed that these other variables included price, brand ambassador, and brand trust. Therefore, these results prove that hypothesis Ha4 is accepted.

## 5. CONCLUSIONS

Based on the findings regarding the influence of digital marketing, word of mouth, and product quality on the purchase decisions of Azarine products, it can be inferred that all three variables exert a positive and statistically significant effect, both individually and collectively. Within the digital marketing variable, the accessibility indicator emerges as the most salient, underscoring the criticality of facile and seamless access to digital platforms in shaping consumer purchasing behavior. Word of mouth, with the highest positive experience indicator, proves that consumer recommendations are highly influential. Product quality, with the highest durability indicator, shows that consumers prioritise product durability. Simultaneously, these three variables contribute 66.9% to purchasing decisions, with post-purchase behaviour being the most influential indicator.

Based on the research findings, Azarine is advised to optimise credibility in digital marketing through transparent information and consumer testimonials, maximise word of mouth by enhancing positive consumer experiences and incentive programmes, and focus on improving product durability as a top priority. An integrated strategy that combines digital platform accessibility, loyalty programmes to encourage consumer recommendations, and consistent product quality, especially in terms of durability, will significantly increase purchasing decisions and consumer loyalty to Azarine products.

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