

The Influence of Product Quality, Influencer Marketing, and Electronic Word of Mouth (EWOM) on The Decision to Use CV. KOMA's Photography and Videography Services (A Case Study on Generation Z Consumers in Trenggalek Regency)

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Abstract

Research aim:

This study aims to analyze the partial and simultaneous influence of Product Quality, Influencer Marketing, and Electronic Word of Mouth (EWOM) on the decision to use CV. KOMA's photography and videography services among Generation Z consumers in Trenggalek Regency.

Design/Method/Approach:

This study uses a quantitative associative descriptive approach with purposive sampling techniques on Generation Z consumers who have used CV. KOMA's services, by collecting data through a Likert scale online questionnaire and analyzed using multiple linear regression starting with a classical assumption test.

Research Finding:

The results of the study show that Product Quality (Sig. = 0.003; B = 0.352) and EWOM (Sig. = 0.000; B = 0.586) has a positive and significant effect on the decision to use services, while Influencer Marketing (Sig. = 0.823; B = -0.037) had no significant effect; simultaneously the three variables had a significant effect with values $F = 35.637$, Sig. = 0.000, and $R^2 = 0.601$.

Theoretical contribution/Originality:

This study provides a theoretical contribution by integrating three digital marketing variables simultaneously in the context of the creative services industry in non-metropolitan areas and showing the inconsistency of influencer marketing effectiveness in Generation Z decision-making.

Practitioner/Policy implication :

The findings of the study indicate that CV. KOMA needs to prioritize improving product quality and strengthening EWOM through digital platforms rather than relying on influencer promotions to optimize decisions to use consumer services.

Research limitation:

This study was limited to Generation Z consumers in one geographic

area and covered only three marketing variables, so further research is recommended to involve a broader demographic and additional variables related to digital interaction.

Keywords:

Product Quality, Influencer Marketing, Electronic Word of Mouth, Service Usage Decisions, Generation Z, Videography Photography Services.

1. Introduction

The massive development of digital technology has brought fundamental disruption in various industrial sectors, especially in the realm of the creative economy, where this sector demands continuous innovation and adaptation to market dynamics. In the midst of these changes, the photography and videography services industry is experiencing rapid growth, driven by the increasing need for visual content on various social media platforms [1]. Generation Z, as digital natives, occupies a central position as a key consumer segment that not only actively consumes, but also uses visual content as a crucial tool to build self-identity and social interaction. In this context, creative service providers, such as CV. KOMA, must be able to build an effective marketing strategy to maintain a competitive advantage and reach a highly fragmented digital audience, as highlighted by [2].

Decision Usage of Photography Videography Services is the final stage that involves a series of mental processes and evaluations that consumers do before choosing and using a service [3]. In the service industry, where the nature of services is intangible and highly dependent on the performance of providers, consumer decisions are heavily influenced by their perception of the value and benefits to be received [4]. explained that these decisions are influenced by the company's image, service quality, and value perception. Therefore, service providers must understand the key factors that are the main considerations for the target market, especially Generation Z, who tend to demand speed, quality, and social validation in every choice they make [5].

Electronic Word of Mouth (EWOM), which represents all forms of positive and negative statements about a product or company on the internet, has become the first independent variable that has great power in shaping consumer perceptions and decisions in the digital age. EWOM, which includes reviews, testimonials, and recommendations on social media or online forums, has a significant impact on building trust and driving purchasing decisions [6]. This trust is crucial, especially for services whose results are abstract, so that reviews from previous users are the main reference for Generation Z in evaluating service providers [5]. This shows that EWOM is characterized by intensity, valence of opinions, and informative content [7] plays an important role in determining the choice of CV. KOMA.

In addition to EWOM being organic, the Influencer Marketing strategy has become a proven effective marketing approach to reach Generation Z. This strategy utilizes individuals or figures who have significant influence on social media to promote the brand [8]. Credibility, expertise, and attractiveness built by influencers [9] making their

recommendations feel more authentic than traditional advertising. Collaborations with influencers are a strategic shift that aims to leverage their services to improve business reputation, expand the reach of the client base, and increase revenue [10]. Previous research has also confirmed that influencer marketing has a positive and significant effect on purchasing decisions [11], making it a decisive factor in CV. KOMA's efforts to reach the Generation Z market.

On the other hand, Product Quality remains the main foundation that determines customer satisfaction and loyalty. In the context of photography and videography services, product quality includes technical aspects (sharpness, composition) to aesthetic aspects (editing style, visual storytelling ability) [12]. defines product quality as the totality of features and characteristics that affect its ability to satisfy consumer needs, including reliability, durability, and design [13]. While digital marketing can attract initial interest, the quality of the final result that doesn't meet expectations will lead to disappointment and negative reviews. Product quality is the most significant determining factor to the success of the market [14], which ultimately affects the long-term reputation and business sustainability of CV. KOMA [15].

Although many studies have examined the influence of individual variables product quality, influencer marketing, and EWOM on purchasing decisions, there is a significant research gap. Existing research often shows inconsistent results, for example, some studies find that influencer marketing is significant, while others find no meaningful impact [14]. In addition, very few studies have integrated these three variables simultaneously in the context of specific creative services industries, such as photography and videography, with a focus on the behavior of Generation Z consumers in non-metropolitan areas such as Trenggalek Regency. Based on initial observations, CV. KOMA faces challenges in adapting its business strategy to the behavior of target consumers, especially related to optimizing the use of local influencers and managing customer reviews online. This problem shows that there are challenges in adapting business strategies to the behavior of target consumers, which has the potential to reduce competitiveness if these digital factors are not optimized.

The urgency to solve this problem is very high considering that Generation Z is a potential market, so that CV. KOMA's failure to responding the decision-making factors of this segment will have an impact on declining competitiveness. Therefore, this study seeks to fill this gap by comprehensively analyzing how the combination of product quality, influencer marketing, and EWOM, both partially and simultaneously, influences decisions to use CV. KOMA's services. This study is limited to Generation Z consumers in Trenggalek Regency with independent variables limited to product quality, influencer marketing, and EWOM, as well as dependent variables, namely decisions to use services. From the background of this problem, this study has the title: "The Influence of Product Quality, Influencer Marketing, and Electronic Word of Mouth (EWOM) on The Decision to Use CV. KOMA's Photography and Videography Services. (A Case Study on Generation Z Consumers in Trenggalek Regency)".

1.1. Statement of Problem

This study aims to analyze and empirically test the inconsistency of findings from previous studies (research gap) regarding the influence of Product Quality, Influencer Marketing, and Electronic Word of Mouth (EWOM) by integrating these three variables simultaneously in a specific context, namely in the decision to use CV. KOMA's photography and videography services by Generation Z consumers in Trenggalek Regency, an area that represents the dynamics of a non-metropolitan market. Therefore, it is necessary to examine in depth whether Product Quality (X1), *Influencer Marketing* (X2), and EWOM (X3) have a significant influence partially and/or simultaneously on the Decision to Use Services (Y) on CV. KOMA, in order to provide a strong data foundation for companies in formulating digital marketing strategies that are more targeted and adaptive to the behavior of target consumers.

1.2. Research Objectives

Based on the Statement of Problem above, the objectives of this study are:

1. To analyze and test the partial influence of Product Quality on the decision to use CV. KOMA's photography and videography services on Generation Z consumers in Trenggalek Regency.
2. To analyze and test the partial influence of Influencer Marketing on the decision to use CV. KOMA's photography and videography services on Generation Z consumers in Trenggalek Regency.
3. To analyze and test the partial influence of Electronic Word of Mouth (EWOM) on the decision to use CV. KOMA's photography and videography services on Generation Z consumers in Trenggalek Regency.
4. To analyze and test the simultaneous influence of Product Quality, Influencer Marketing, and Electronic Word of Mouth (EWOM) on the decision to use CV. KOMA's photography and videography services on Generation Z consumers in Trenggalek Regency.

2. Method

This study uses a type of associative descriptive research with a quantitative approach, which serves to test and explain the causality relationship between independent variables—Product Quality, Influencer Marketing, and EWOM—and dependent variables, namely Decision to Use Photography and Video Services [1], [2]. The population that is the subject of this study is specifically Generation Z consumers (individuals born between 1997–2012) who are customers of CV. KOMA in Trenggalek Regency, making it a case study focused on the dynamics of local digital consumers. To determine a representative sample of this population, the researcher will apply a non-probability sampling technique, namely purposive sampling, ensuring that each respondent has met certain criteria, including having experience using CV. KOMA services. Based on these considerations, the sample size used in this study is 75 respondents. Primary data collection was carried out through the distribution of

structured online questionnaires, where research instruments were compiled using the Likert scale to measure each variable indicator systematically. This method ensures that the collected data can be efficiently quantified for further analysis [17].

The data analysis process begins with a series of data quality tests, including validity tests to ensure the accuracy of the instrument in measuring variables, as well as reliability tests to ensure the consistency of measurement results. After the instrument was tested, a Classical Assumption Test was performed which included normality, multicollinearity, and heteroscedasticity tests, which are absolute prerequisites for producing an unbiased and efficient Multiple Linear Regression model. The main technique used for hypothesis testing is Multiple Linear Regression Analysis, which is able to measure the simultaneous influence of three independent variables on the Service Use Decision variable. Partial influence testing will be done through the T-test, while simultaneous effect testing will use the F-test, where these two tests are the core of proving the researcher's hypothesis. Finally, the analysis will be complemented by the calculation of the Coefficient of Determination to find out how much contribution or predictability the variables of Product Quality, Influencer Marketing, and EWOM variables contribute to the variables of Service Use Decisions, the results of which will provide a strategic foundation for CV. KOMA. Where for the hypothesis in this study is

1. H1: Product quality has a positive and significant effect on the decision to use CV. KOMA's photography and videography services.
2. H2: Influencer marketing has a positive and significant effect on the decision to use CV. KOMA's photography and videography services.
3. H3: Electronic Word of Mouth (EWOM) has a positive and significant effect on the decision to use CV. KOMA's photography and videography services.
4. H4: Product quality, influencer marketing, and EWOM have a positive and significant effect simultaneously on the decision to use CV. KOMA's photography and videography services.

3. Results and Discussion

3.1 Normality Test

Table 1 Interpretation of the Kolmogorov–Smirnov Normality Test

Variable Name	Kolmogorov–Smirnov Value (KS)	Significance Value (Sig.)	Decision Criteria	Results / Results
Unstandardized Residual	0.082	0.200	Sig. > 0.05 = Normal	Normally distributed data

Based on table 1 of the results of the Kolmogorov–Smirnov normality test, a significance value of 0.200 was obtained, which is greater than the standard limit of 0.05. This shows that the residues in the regression model are normally distributed, so the normality assumption is fulfilled and the data is suitable for further regression analysis.

3.2 Heteroscedasticity Test

Table 2 Interpretation of the Heteroscedasticity Test (Glejser Method)

Independent Variables	T Value	Sig. Value	Decision Criteria	Results / Results
X1. T	1.413	0.162	Sig. > 0.05 = no heteroscedasticity	Heteroscedasticity does not occur
X2. T	-0.458	0.649	Sig. > 0.05 = no heteroscedasticity	Heteroscedasticity does not occur
X3. T	-0.324	0.747	Sig. > 0.05 = no heteroscedasticity	Heteroscedasticity does not occur

Based on table 2 of the heteroscedasticity test results using the Glejser method, all independent variables (X1. T, X2. T, and X3. T) has significance values greater than 0.05, which are 0.162, 0.649, and 0.747, respectively. Thus, it can be concluded that heteroscedasticity does not occur in the regression model, so the model meets the assumption of homogeneity and is suitable for further analysis.

3.3 Multicollinearity Test

Table 3 Multicollinearity Test

Independent Variables	Tolerance	VIF	Decision Criteria	Results / Results
X1. T	0.289	3.456	Tolerance > 0.10 and VIF < 10 = no multicollinearity	Multicollinearity does not occur
X2. T	0.342	2.924	Tolerance > 0.10 and VIF < 10 = no multicollinearity	Multicollinearity does not occur
X3. T	0.442	2.261	Tolerance > 0.10 and VIF < 10 = no multicollinearity	Multicollinearity does not occur

Based on table 3, the results of the multicollinearity test show that the Tolerance value for all independent variables (X1. T, X2. T, and X3. T) is above 0.10 and the overall VIF value is below 10. Thus, it can be concluded that there is no multicollinearity in the regression model. This means that there is no strong linear relationship between independent variables, so all variables X1. T, X2. T, and X3. T is suitable for use in regression models because they do not interfere with each other in explaining dependent variables [15].

3.4 Linearity Test

Table 4 Linearity Test

Variable Pairs	Sig. Linearity	Sig. Deviation from Linearity	Decision Criteria	Results / Results
Yt * X1. T	0.000	0.601	Linearity < 0.05 = linear; Deviation > 0.05 = linear terpenuhi	Linear relationships are fulfilled
Yt * X2. T	0.000	0.799	Linearity < 0.05 = linear; Deviation > 0.05 = linear terpenuhi	Linear relationships are fulfilled
Yt * X3. T	0.000	0.762	Linearity < 0.05 = linear; Deviation > 0.05 = linear terpenuhi	Linear relationships are fulfilled

Based on table 4, the results of the linearity test for the three variable pairs (X1. T with Yt, X2. T with Yt, and X3. T with Yt), all pairs show a Sig. Linearity value < 0.05, which means there is a significant linear relationship. In addition, the Sig. Deviation from Linearity value > 0.05 in all pairs indicates that there is no deviation from linearity. Thus, it can be concluded that the relationship between all independent variables (X1. T, X2. T, X3. T) and dependent variables (Yt) are linear, making them eligible for use in linear regression analysis.

3.5 Multiple Linear Test

Table 5 Multiple Linear Regression Interpretation

Independent Variables	Regression Coefficient (B)	t count	Sig.	Criteria	Results
X1. T	0.352	3.102	0.003	Sig. < 0.05 = significance	Significant effect
X2. T	-0.037	-0.224	0.823	Sig. > 0.05 = insignificant	No significant effect
X3. T	0.586	3.767	0.000	Sig. < 0.05 = significance	Significant effect

F count	Sig.	Results
35.637	0.000	Significant regression model (worth using)

R	R Square	Adjusted R Square
0.775	0.601	0.584

Based on table 5 of the results of the multiple linear regression test, variable X1. T has a significant influence on Yt due to the significance value of $0.003 < 0.05$, with a positive coefficient of 0.352 indicating that an increase of X1. T will increase the value of Yt. Variable X3. T also has a significant effect on Yt, shown by a significance value of 0.000 and

a positive regression coefficient of 0.586, so X3. T makes a strong contribution in increasing Yt. Meanwhile, the variable X2. T does not have a significant effect because the value of sig. $0.823 > 0.05$, so it does not make a real contribution to Yt. Simultaneously, the results of the F Test showed an F value of 35,637 with sig. 0.000, so that the regression model as a whole is significant and feasible to use. An R-Square value of 0.601 indicates that 60.1% of the variation in Yt can be explained by all three independent variables (X1. T, X2. T, X3. T), while the remaining 39.9% were explained by other variables outside of this study model.

3.6 T-Test

1. The results of the t-test showed that the Product Quality variable had a regression coefficient of $B = 0.352$, a calculated t-value = 3.102, and a Sig. value = 0.003. Based on the test criteria, a Sig. value of < 0.05 indicates that Hypothesis 1 is accepted, so that Product Quality has a significant effect on the Decision to Use the Service. A positive sign on the regression coefficient shows that the higher the quality of the product perceived by consumers, the greater the tendency of Generation Z consumers to use CV. KOMA's photography and videography services. Substantively, these findings reinforce the view that the quality of photo/video results, service reliability, and work professionalism are important determinants in influencing consumer decisions, especially in the creative services industry.
2. The results of the analysis showed that the Influencer Marketing variable had a regression coefficient of $B = -0.037$, a calculated t-value = -0.224, and a Sig. value = 0.823. Because the significance value is much greater than 0.05, Hypothesis 2 is rejected, so that Influencer Marketing does not have a significant influence on the Decision to Use the Service. The negative regression coefficient indicates an inconsistent direction of influence, but because the influence is not significant, the relationship does not have a substantive meaning in the model. Theoretically, these results indicate that promotion through influencers does not sufficiently determine Generation Z's decision to choose CV. KOMA's photography and videography services, likely because consumers rely more on direct quality and real experience than influencer recommendations in the context of visual services [16].
3. Based on the t-test output, the Electronic Word of Mouth (EWOM) variable has a regression coefficient $B = 0.586$, a calculated t-value = 3.767, and a Sig. value = 0.000. With a Sig. value of < 0.05 , Hypothesis 3 is accepted, so that EWOM has a significant effect on the Decision to Use Services. The positive coefficient shows that the more positive reviews, online recommendations, and consumer experiences are shared digitally, the higher the decision of Generation Z consumers to use CV. KOMA's services. Theoretically, these findings confirm that Generation Z is heavily influenced by digital information based on the experiences of other users, making EWOM a stronger promotional factor than influencers marketing [17].
4. The results of the F-test showed that the regression model consisting of the variables Product Quality, Influencer Marketing, and Electronic Word of Mouth (EWOM) simultaneously had a calculated F value = 35,637 with Sig. = 0.000. Because the

significance value is less than 0.05, Hypothesis 4 is accepted, which means that the three variables together have a significant effect on the Decision to Use CV. KOMA's Photography and Videography Services. These results indicate that although not all variables are partially influential, when combined in a single model, they make a strong contribution in explaining the variation in Generation Z consumer decisions.

Discussion

The Influence of Product Quality on Service Use Decisions

The results of the study showed that Product Quality had a positive and significant effect on the Decision to Use Services, which was shown by a significance value of 0.003 and a positive regression coefficient of 0.352. These findings prove that the technical and aesthetic quality of photography and videography results is a crucial indicator for Generation Z consumers in making their choices. The results of this study are in line with the theory of Kotler & Keller (2012) which states that quality is a totality of characteristics that are able to meet customer needs. The findings are also supported by research by Fitriani et al. (2025) which confirms that service quality and visual results have a strong influence on consumer decisions. Practically, Generation Z needs visual work with precise detail, modern editing styles, and quality consistency to meet the needs of digital content. Thus, the perception of high quality triggers consumer confidence in the professional abilities of CV. KOMA. These findings show that product quality is the most dominant value-forming factor compared to other variables tested. This condition provides evidence that quality remains a core determinant in the highly visual creative services industry. Overall, the results of the study emphasized that product quality is a fundamental aspect in shaping the decision to use CV. KOMA's services [15].

The Influence of Influencer Marketing on Service Use Decisions

This study shows that Influencer Marketing does not have a significant effect on the decision to use services, which can be seen from the significance value of 0.823 and a meaningless negative regression coefficient. These results show that influencer recommendations are not the main consideration for Generation Z in Trenggalek Regency in choosing photography and videography services. These findings contradict the theories of Sorooshian (2025) and Cheah et al. (2024) which emphasize that the credibility and appeal of influencers can significantly affect consumer perception. However, these differences in results can be explained through local contexts where consumers value concrete evidence in the form of portfolios rather than influencer endorsements. Several previous studies have also found inconsistent results related to influencer effectiveness, especially in the visual performance-based service sector. In addition, Generation Z is known as a group of consumers who are increasingly critical and skeptical of paid content if it does not match the real quality of a product or service [18]. Thus, the insignificance of this variable reflects a consumer preference for empirical evidence over marketing claims. These findings also indicate the need for a more selective influencer strategy to adapt to local market

characteristics. Overall, these results confirm that influencer marketing is not a determining factor in the decision to use CV. KOMA's services.

The Influence of Electronic Word of Mouth (EWOM) on Service Use Decisions

The results of the study showed that EWOM had a positive and significant influence on the decision to use services, which was shown by a significance value of 0.000 and a positive regression coefficient of 0.586. These findings show that online reviews, consumer testimonials, and digital recommendations are factors that greatly influence Generation Z. This conclusion strengthens the theory of Gunawan (2022) who states that EWOM is able to build trust and value perception through information shared by other consumers. Research by Nyoko & Samuel (2021) and Banurea et al. (2024) also supports that digital opinions can speed up the customer decision-making process. Generation Z tends to rely on previous user experiences because they are considered more objective and authentic than commercial information. In the context of photography and videography services, visual evidence in the form of previous work shared by customers plays a major role in validating service quality. Therefore, the increase in the volume and quality of positive reviews has a direct impact on increasing the confidence of new consumers. These findings prove that EWOM is more effective than influencer marketing in influencing consumer preferences. Overall, EWOM is the most dominant and relevant digital promotion factor for CV. KOMA.

The Simultaneous Influence of Product Quality, Influencer Marketing, and EWOM on Service Use Decisions

The results of the simultaneous test showed that Product Quality, Influencer Marketing, and EWOM together had a significant effect on Service Use Decisions, with an F value of 35,637 and a significance of 0,000. These findings suggest that consumer decisions are the result of a complex interaction between quality perceptions, digital information, and marketing stimuli. Although Influencer Marketing is partially insignificant, these variables still contribute when combined in the model. This is in line with the theory of consumer behavior by Engel et al. (2015) which states that purchasing decisions are influenced by a combination of psychological, social, and product perception factors. The R Square value of 0.601 also shows that the three variables are able to explain 60.1% of the variation in Generation Z consumer decisions. These findings support the research of Munandar (2022) who asserts that the integration of digital marketing variables can increase the effectiveness of business strategies. Therefore, CV. KOMA needs to design an integrated marketing strategy that optimizes service quality, amplifies digital reviews, and selects appropriate influencers. Overall, the simultaneous results show the importance of the collaboration of internal and external factors in influencing service usage decisions.

4. Conclusion

Based on the results of statistical analysis and discussions that have been carried out, it can be concluded that several important points are as follows product quality has a positive and significant effect on the decision to use services with a value of Sig. = 0.003 and a regression coefficient of B = 0.352. Influencer Marketing had no significant effect on the decision to use services with a value of Sig. = 0.823 and a regression coefficient of B = –

0.037. Electronic Word of Mouth (EWOM) has a positive and significant effect on the decision to use services with a value of Sig. = 0.000 and a regression coefficient of B = 0.586. Simultaneously, the three variables had a significant effect on the decision to use services with values F calculated = 35,637, Sig. = 0.000, and R Square = 0.601.

This study makes a scientific contribution by integrating product quality, influencer marketing, and EWOM within the context of the creative services industry in non-metropolitan areas, and highlights the novel finding that influencer marketing does not always have a significant influence on Generation Z's decision making. From a practical perspective, these findings can serve as a foundation for businesses to prioritize improving service quality and optimizing EWOM over the use of influencers, while also serving as a reference for designing more effective digital marketing strategies and policies aligned with consumer behavior.

This research has limitations in that the sample size only includes respondents from a one year period, making it unable to capture long term changes in consumer behavior. Furthermore, the study's limited focus on a single region and a few specific variables also makes the results less likely to be widely generalizable. Therefore, future research is recommended to extend the study period and expand the number and scope of respondents.

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