

587_JEBE_Similarity_2

By Muhamad Bintang Iqbal Mauludin

The Influence of Location And E-WOM on Purchasing Decisions Through Purchase Interest

(Study of Kebon Kopi Cakkin Coffee Shop Consumers in Malang City)

ABSTRACT

This study seeks to ascertain the direct or indirect impact of geography and electronic word-of-mouth on purchasing decisions mediated by purchase interest. It utilizes a quantitative survey methodology and primary data gathered via questionnaires from 136 Coffee Shop Kebon Kopi Cakkin consumers in Malang City, evaluated with Smart PLS 4.0 statistical software. The findings demonstrate that location positively and significantly affects purchase interest while negatively and insignificantly impacting purchasing decisions. E-WOM positively and significantly influences both purchase interest and purchasing decisions. Additionally, purchase interest positively and significantly affects purchasing decisions. Furthermore, location positively and significantly influences purchasing decisions via purchase interest. E-WOM similarly affects purchasing decisions through purchase interest among Coffee Shop Kebon Kopi Cakkin consumers in Malang City. The implications of these results are significant for marketers and business owners. Understanding that geographical factors can enhance consumer interest highlights the importance of location in attracting customers. This insight can help businesses select optimal locations for new branches or tailor their marketing strategies to leverage geographic advantages. Additionally, the strong positive influence of electronic word-of-mouth on both purchase interest and decisions underscores the necessity of fostering positive online reviews and customer testimonials. Businesses should actively engage with consumers on digital platforms to build credibility and enhance their reputation. By focusing on improving these crucial factors, coffee shops and similar businesses can better position themselves in the competitive market, ultimately driving higher sales and customer loyalty. These findings pave the way for more targeted marketing strategies that consider both geographical placement and the power of social influence in consumer behavior.

Keywords: Location, E-WOM, Purchase Interest, Purchase Decision, Hidden Gem

INTRODUCTION

The proliferation of coffee shops in Indonesia has seen swift expansion, bolstered by governmental programs to enhance the coffee business as a component of the creative economy sector's advancement. The augmentation of individuals' spending capacity, propelled by economic expansion, has intensified interest in frequenting coffee shops as venues for relaxation and exploration of novel culinary experiences. Coffee shops serve as establishments for quality coffee consumption and as settings for socializing, discourse, and productivity, improving concentration and focus (Roy et al., 2024; Tasriastuti et al., 2024).

Recently, a trend has developed in the coffee shop industry, characterized by the emergence of outlets in concealed settings, termed "hidden gems" (Dwiputra, 2023; Gosal et al., 2020; Rosyid et al., 2023). Coffee establishments that select concealed sites seek to offer a distinctive experience for their patrons. Such locations typically draw travelers and coffee enthusiasts in search of novel experiences. The serene and intimate ambiance in these secluded settings enables patrons to savor their coffee while momentarily evading the frenetic pace of urban existence. (Priyanthi & Kerti, 2020; Subana & Kerti, 220 C.E.)

The proliferation of coffee shops in Malang City is intricately linked to its designation as an educational hub in East Java. Data from BPS for 2021 and 2022 indicates a growth in the student population to 330,000, positioning Malang as the second-largest student city in East Java, following Surabaya (bps.go.id, 2023). The substantial student population has led to the proliferation of coffee shops around campuses, as students constitute a significant target demographic. Data from BPS Malang City corroborates this, indicating a rise in food and beverage entrepreneurs during the past two years.

Table 1 Food and Beverage Industry Growth Data in Malang City 2021-2022

Sub-districts in Malang City	Number of Food and Beverage Industries by District in Malang City (Unit)		
	2021	2022	Percentage (%)
<u>Kedungkandang</u>	704	965	37%
<u>Sukun</u>	614	813	32%
<u>Klojen</u>	479	660	38%
<u>Blimbing</u>	888	1118	26%
<u>Lowokwaru</u>	435	677	56%
MALANG CITY	3120	4233	36%

The table above presents statistics from BPS Malang City, demonstrating growth in coffee shops from 2021 to 2022 in all districts. This increase signifies a favorable trend in the coffee shop sector, especially in Lowokwaru, which experienced a gain of 56%. This indicates significant market potential for establishing food and beverage enterprises in the neighborhood, particularly with successful marketing tactics and customer inclinations toward coffee shop ideas (Lailiyah et al., 2023; Maya et al., 2021; Romadhoni et al., 2023)

In light of the proliferation of new coffee establishments, each entity must skillfully adapt to consumer inclinations. Kebon Kopi Cakkin, located at Jl. Griya Tunggal Asri No. 22 in Malang City is prominent in Lowokwaru. Kebon Kopi Cakkin has effectively established its brand through its obscure position, which, although challenging to reach, continues to draw numerous patrons seeking refreshments, a coffee experience, or a venue for particular events. This concealed gem illustrates a disparity between theory and reality, demonstrating that a business needs to be located in a more strategic position.

METHOD

This study utilizes quantitative research conducted on patrons of Kebon Kopi Cakkin coffee shop in Malang City, which has effectively established its brand through its concealed location. The research uses Malhotra's (2009) formula, which entails multiplying the quantity of questionnaire items by 4. The total number of responders is determined by multiplying 34 items by 4, resulting in 136. The research employs purposive sampling, focusing on consumers aged 18 and above who have visited and purchased items from Kebon Kopi Cakkin. This research employs a data collection methodology that involves distributing questionnaires, with the resultant data analyzed using SmartPLS Version 4.0, incorporating outer model, inner model, and hypothesis testing methodologies.

RESULT AND DISCUSSION

The research assessed data quality by measuring validity through outer loading values. Each indicator's outer loading provided insights into its contribution to the overall constructs, ensuring that they meaningfully represent the underlying variables. Additionally, reliability was evaluated using Cronbach's Alpha and Composite Reliability metrics. These measures confirmed the internal consistency of the constructs, indicating that the indicators reliably measure the intended constructs, thus supporting the robustness of the research findings.

The indicator's validity is evidenced by the Average Variance Extracted (AVE) value and the loading factor value. An indication is legitimate if the outer loading value is greater than or equal to 0.7 and the Average Variance Extracted (AVE) value exceeds 0.5.

Figure 1. Convergent Validity Test

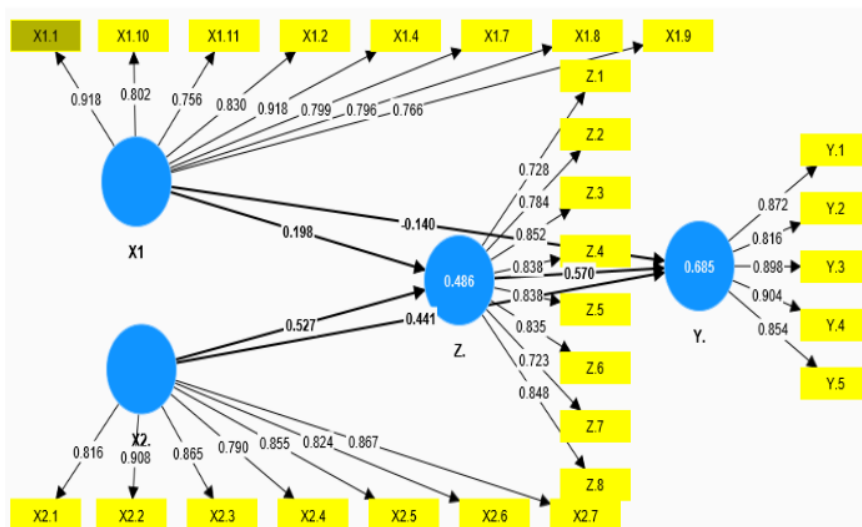


Table 2. Outer Loading Convergent Validity Values and AVE Values

Indicator	Item	Loading Factor	AVE	Information
Location (X1)	X1.1	0,918	0,665	Valid
	X1.2	0,830		Valid
	X1.4	0,918		Valid
	X1.7	0,799		Valid
	X1.8	0,796		Valid
	X1.9	0,766		Valid
	X1.10	0,802		Valid
	X1.11	0,756		Valid
E-WOM (X2)	X2.1	0,816	0,718	Valid
	X2.2	0,908		Valid
	X2.3	0,865		Valid
	X2.4	0,790		Valid
	X2.5	0,855		Valid
	X2.6	0,824		Valid
	X2.7	0,867		Valid
Purchase Interest (Z)	Z.1	0,728	0,652	Valid
	Z.2	0,784		Valid
	Z.3	0,852		Valid
	Z.4	0,838		Valid
	Z.5	0,838		Valid
	Z.6	0,835		Valid
	Z.7	0,723		Valid
	Z.8	0,848		Valid
Customer Loyalty (Y)	Y.1	0,872	0,756	Valid
	Y.2	0,816		Valid
	Y.3	0,898		Valid
	Y.4	0,904		Valid
	Y.5	0,854		Valid

23

In Table 2, it can be observed that the outer loading values for the E-WOM variable (X2), Purchase Interest (Z), and Purchasing Decision (Y) meet the requirement of being greater than 0.7. However, the outer loading values for the Location variable (X1) include indicators that are still less than 0.7. Consequently, the researcher removed several items: X1.3, X1.5, and X1.6. Furthermore, the AVE values for all variables satisfy the criterion of being greater than 0.5. Therefore, it can be concluded that all variables in this study are valid.

Table 3. Cronbach's Alpha and Composite Reliability Values

	Cronbach's Alpha	Composite Reliability	Information
Location	0,932	0,935	Reliabel
E-WOM	0,934	0,937	Reliabel
Buying decision	0,919	0,924	Reliabel
Purchase Interest	0,923	0,929	Reliabel

The evaluate dependability by analyzing the Cronbach alpha and Composite dependability values. A variable is deemed dependable if the Cronbach alpha exceeds 0.7 and the Composite Reliability surpasses 0.7. Table 3 displays the results for all variables, revealing values over 0.7, indicating that all variables are considered reliable.

Table 4. R-Square Value

Variables	R-Square
Buying decision (Y)	0,685
Purchase Interest (M)	0,486

The R-squared value for the purchasing choice variable, as seen in Table 4, is 0.685, equating to 68.5%. This number signifies a moderate correlation between location, E-WOM factors, and purchasing choice variables. The R-Square value for the location and E-WOM variables concerning the buy interest variable is 0.486, or 48.6%, indicating a moderate correlation among these factors.

Table 5. T-Statistics and P-Values on Direct Relationships

	Original Sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Values	Information
Location-> Purchase Interest	0,198	0,209	0,092	2,143	0,032	Significant
Location->Purchase Decision	-0,140	-0,134	0,093	1,511	0,131	Not Significant
Location -> Purchase Interest	0,527	0,514	0,095	5,552	0,000	Significant
E-WOM -> Purchase Decision	0,441	0,445	0,103	4,264	0,000	Significant
Purchase Interest -> Purchase Decision	0,570	0,560	0,100	5,716	0,000	Significant

Table 6 T-Statistics and P-Values in Indirect Relationships

	Original Sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Values	Information
Location->Purchase Interest->Purchase Decision	0,113	0,116	0,054	2,088	0,037	Significant
E-WOM->Purchase Interest->Purchase Decision	0,301	0,287	0,072	4,165	0,000	Significant

Location (X1) influences purchasing interest (Z) of consumers.

The location variable exerts a direct, positive, and significant influence on purchase desire. This indicates that location substantially affects buying interest, hence validating H1. The findings of this research align with studies conducted by Sohn & Kim (2020) and Dwidienawati,

Tjahjana, Abdinagoro & Gandasari (2020). In the realm of marketing, location is frequently viewed as a critical factor determining the success of a product or service. Location serves not merely as the physical site where transactions occur, but also encompasses consumer perceptions about that area. For example, a store situated in a bustling shopping center tends to attract more customers than one located in a remote area. This phenomenon can be attributed to better accessibility and greater exposure to potential buyers, which enhances the likelihood of transactions and ultimately influences the store's overall performance and profitability.

Location (X1) influences purchasing decisions (Y) of consumers.

The location variable exerts a direct, negative, and negligible influence on purchasing decisions. This indicates that location² exerts a negative and negligible effect on purchasing decisions, resulting in rejecting H2. The results of this study are consistent with previous research conducted by Betancur, Motoki, Spence, and Velasco (2020) as well as Toussaint, Cabanelas, and González-Alvarado (2021). Location is often perceived as a critical factor influencing consumer behavior. However, this research reveals that the impact of location is not always as strong as one might assume. For instance, in the study by Betancur et al. (2020), the researchers found that while location can affect accessibility and convenience, other factors such as product quality and customer service play a more dominant role in purchasing decisions. This indicates that, in some instances, consumers may opt to purchase from a more distant location if they believe they will receive higher quality products or superior service. Such findings emphasize the importance of considering multiple variables when analyzing consumer behavior, suggesting that businesses should not solely rely on location but also prioritize enhancing quality and service to attract and retain customers.

E-WOM (X2) influences purchasing interest (Z) among consumers.

²⁰ The E-WOM variable exerts a direct, positive, and significant influence on purchase desire. This indicates that electronic word-of-mouth substantially affects purchasing interest, validating hypothesis H3. The findings of this study align with previous research conducted by Filieri, Lin, ⁴no, Alguezaui, and Inversini (2021) as well as Asadi Damavandi and Ha (2024). Electronic word-of-mouth (E-WOM) has emerged as one³ of the most influential communication tools in today's digital landscape. This term encompasses all forms of electronic communication, whether through social²⁸ media, online forums, or reviews on websites. E-WOM possesses remarkable power in shaping consumer perceptions and influencing purchasing decisions. For instance, studies have demonstrated that consumers are more inclined to buy products with positive reviews on e-commerce platforms compared to those lacking any reviews.

In this context, E-WOM functions not just as informational content, but also as a potent persuasion tool. A significant reason for the substantial impact of E-WOM lies in the trust consumers place in reviews made by others. Often, consumers tend to trust recommendations from friends, family, or even strangers encountered online more than traditional advertising. This trust is primarily attributed to the authenticity that these reviews often convey. As a result, businesses must recognize the importance of fostering positive E-WOM and managing their

online presence to leverage its persuasive power effectively, ultimately influencing consumer choices and enhancing brand reputation within the competitive market.

E-WOM (X2) influences purchasing decisions (Y) of consumers.

5 The E-WOM variable exerts a direct, positive, and significant influence on purchasing decisions. This indicates that electronic word-of-mouth strongly affects purchasing decisions, therefore confirming H4. The results of this study align with the findings presented by Yones and Muthaiyah (2023) and Akbari et al. (2022), which underscore the significance of electronic word-of-mouth (E-WOM) in the realm of modern marketing.

10 E-WOM, referring to the communication of information about products or services conveyed through digital platforms, has emerged as a key factor influencing consumer behavior. In today's digital age, where information spreads rapidly via social media, online forums, and review applications, consumers increasingly rely on reviews and recommendations from other users prior to making purchasing decisions. For instance, when seeking information on the latest smartphones, individuals often read various reviews on technology websites, participate in discussion forums, and explore opinions on social media, before ultimately deciding to purchase a particular product.

This highlights that E-WOM functions not merely as an information source but also as a powerful tool that shapes consumer perceptions and instills trust in products. As a result, businesses and marketers must acknowledge the role of E-WOM in their strategies, harnessing its influence to foster positive consumer experiences and encourage favorable opinions that can significantly impact purchasing behavior. Understanding and optimizing E-WOM can ultimately enhance brand reputation and drive sales in an increasingly competitive market.

Purchase interest (Z) influences purchasing decisions (Y) of consumers.

8 The buy interest variable exerts a direct, positive, and significant influence on purchasing decisions. This indicates that purchase desire substantially affects purchasing decisions, hence confirming H5. These findings are consistent with research conducted by Al-Malkawi, Rizwani, and Sarea (2023) as well as Joshi, Uniyal, and Sangroya (2021), which emphasizes the importance of purchase intention in the context of consumer behavior.

21 Purchase intention represents a psychological state that reflects a consumer's desire to make a purchase. In the realm of marketing, understanding purchase intention is crucial for companies to design effective strategies that capture consumer attention. For example, when a new product is launched, companies often engage in intensive marketing campaigns to stimulate purchase interest. These campaigns may include social media advertisements, discount promotions, or even collaborations with influencers. The primary goal of such efforts is to generate buzz around the product and motivate consumers to proceed with their purchases.

By effectively harnessing strategies that enhance purchase intention, businesses can significantly improve their sales outcomes. This understanding allows companies to create tailored marketing approaches that resonate with their target audience, ultimately leading to higher conversion rates and customer satisfaction. Recognizing the pivotal role of purchase

intention can empower companies to navigate the competitive landscape more successfully and engage customers in meaningful ways.

Location (X1) has an indirect influence on purchasing decisions (Y) which is mediated by purchasing interest (Z) among consumers.

The location variable has an indirect, positive, and significant effect on purchasing decisions through purchase interest as a mediating variable. This indicates that geography exerts an indirect, positive, and significant effect on purchasing decisions via purchase interest as a mediating variable, validating H6. The findings of this study align with the research conducted by Foster, B., and Sidharta, I. (2021), as well as Tajeddini, Rasoolimanesh, Gamage, and Martin (2021). Location is regarded as a crucial element influencing consumer behavior. For instance, research has shown that consumers are often more inclined to purchase products from brands that have a physical presence in locations they know and trust. This phenomenon is particularly evident in the case of retail stores situated in popular shopping centers. The presence of a store in a strategic location not only enhances brand visibility but also fosters trust among consumers. When customers can access products directly, they feel more comfortable and confident in making their purchases.

This relationship between location and consumer trust underscores the importance of selecting optimal sites for retail operations. By choosing locations that resonate with their target audience, brands can significantly influence consumer perceptions and drive purchasing decisions. As a result, businesses should prioritize location as a critical component of their marketing strategies to maximize engagement and ultimately boost sales.

E-WOM (X2) has an indirect influence on purchasing decisions (Y) which is mediated by purchasing interest (Z) among consumers.

The E-WOM variable exerts an indirect, positive, and substantial influence on purchasing decisions via purchase interest as a mediating variable. This indicates that E-WOM exerts an indirect, positive, and significant effect on purchasing decisions via purchase interest as a mediating variable, confirming H7. Research supporting these findings by Rahayu et al. (2023) and Kabir et al. (2024) highlights the significance of electronic word-of-mouth (E-WOM) in shaping consumer behavior. They discovered that E-WOM not only influences purchase intention but also contributes to the development of brand loyalty. This indicates that companies should pay attention to marketing strategies that leverage E-WOM to enhance consumer interest and loyalty. E-WOM plays a substantial role in purchasing decisions through purchase intention as a mediating variable.

By understanding the interplay between E-WOM, purchase intention, and purchasing decisions, companies can craft more effective marketing strategies. In today's digital era, where information spreads rapidly, it is crucial for businesses to utilize E-WOM as a tool to build a positive brand image and strengthen relationships with consumers. This research offers valuable insights for marketers and academics seeking to deepen their understanding of E-WOM's role in consumer decision-making processes. By prioritizing E-WOM in their strategies, companies can significantly improve their engagement with customers, ultimately leading to enhanced sales and brand loyalty.

CONCLUSION

Several conclusions can be derived from the research findings and conversations. Location exerts a direct, positive, and substantial influence on buy interest; thus, superior locations enhance customer purchase interest, whereas inferior locations diminish it. The location exerts a direct, negative, and negligible influence on purchasing decisions, suggesting that an advantageous location does not ensure a consumer's choice to buy. Third, electronic word-of-mouth (E-WOM) exerts a direct, positive, and significant influence on purchase interest, indicating that elevated ratings and reviews enhance consumer interest, whereas diminished ratings reduce it. Fourth, electronic word-of-mouth (E-WOM) exerts a direct, positive, and significant influence on purchasing decisions, suggesting that superior evaluations and ratings enhance the purchase probability. The level of purchase interest directly affects purchasing decisions, indicating that increased interest coincides with a higher likelihood of acquisition. Furthermore, location exerts an indirect, positive, and significant impact on purchasing decisions via purchase interest as a mediating variable, indicating that interest mediates the effect of place on purchasing decisions. E-WOM exerts an indirect, positive, and significant influence on purchasing decisions via purchase interest, demonstrating that reviews and ratings sway consumer choices.

REFERENCES

- Al-Malkawi, H. A. N., Rizwan, S., & Sarea, A. (2023). Factors affecting buying decisions of Islamic banking products: the moderating role of religious belief. *International Journal of Emerging Markets*.
- Akbari, M., Foroudi, P., Fashami, R. Z., Mahavarpour, N., & Khodayari, M. (2022). Let us talk about something: The evolution of e-WOM from the past to the future. *Journal of Business Research*, 149, 663-689.
- Asadi Damavandi, A., & Ha, L. (2024). e-WOM and app stores in Iran: how online reviews influence purchase intention of paid mobile apps. *Journal of Islamic Marketing*.
- Betancur, M. I., Motoki, K., Spence, C., & Velasco, C. (2020). Factors influencing the choice of beer: A review. *Food Research International*, 137, 109367.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., & Gandasari, D. (2020). Customer review or influencer endorsement: which one influences purchase intention more?. *Heliyon*, 6(11).
- Dwiputra, M. (2023). The Influence of Product Quality, Price and E-Wom on the Purchase Decision. *Syntax Idea*, 5(9), 1288–1297. <https://doi.org/10.46799/syntax-idea.v5i9.2572>

- Filieri, R., Lin, Z., Pino, G., Alguezaui, S., & Inversini, A. (2021). The role of visual cues in eWOM on consumers' behavioral intention and decisions. *Journal of Business Research*, 135, 663-675.
- Foster, B., & Sidharta, I. (2021). The Impact Of Destination Image On Revisit Intention Mediation Role By Overall Satisfaction Perspective From Shopping Destination In Bandung, Indonesia. *Jurnal Ekonomi, Bisnis & Entrepreneurship (e-Journal)*, 15(2), 47-60.
- Gosal, J., Andajani, E., & Rahayu, S. (2020). The Effect of e-WOM on Travel Intention, Travel Decision, City Image, and Attitude to Visit a Tourism City. *Proceedings of the 17 Th International Symposium on Management (INSYMA 2020)*. <https://doi.org/10.2991/aebmr.k.200127.053>
- Joshi, Y., Uniyal, D. P., & Sangroya, D. (2021). Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence. *Journal of Cleaner Production*, 328, 129638.
- Kabir, S., Jamal, Z. B., & Kairy, B. P. (2024). How much to invest for house purchase? The consumer purchase intention perspective of real estate investment decision. *International Journal of Housing Markets and Analysis*, 17(4), 881-903.
- Lailiyah, N., Handini, Y., Sisbintari, I., Xu, S., Xavier, M., & Elliot, M. (2023). Influence of Instagram Content Marketing and e-wom on Consumer Purchase Decisions Through Buying Interest (Study on Ayucitra Gallery Consumers By Monokrom Jombang). *Journal Markcount Finance*, 2(1), 9–17. <https://doi.org/10.70177/jmf.v2i1.277>
- Maya, D. F., Lod, S., & Aam, B. (2021). Mediating Effect of Brand Image and Brand Trust Between E-WOM On Smartphone Purchase Interest In Tangerang City. *Russian Journal of Agricultural and Socio-Economic Sciences*, 119(11), 74–80.
- Priyanthi, A. L. D., & Kerti, Y. N. N. (2020). The role of image brands mediates e-wom effects on buying interest in triton learning institutions. *Russian Journal of Agricultural and Socio-Economic Sciences*, 103(7), 45–53.
- Rahayu, N. P., Rahman, R. S., Manik, E., Arisandy, J., & Sidharta, I. (2023, May). Customer Satisfaction: The Rules of Mediating Effect of Price and Service Quality, A Perspective from Local Tourists. In *International Conference of Economics, Business, and Entrepreneur (ICEBE 2022)* (pp. 257-266). Atlantis Press.
- Romadhoni, B., Akhmad, A., Naldah Naldah, & Niluh Putu Evvy Rossanty. (2023). Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention. *Journal of Accounting and Finance Management*, 4(1), 74–86. <https://doi.org/10.38035/jafm.v4i1.194>
- Rosyid, M. A., Muawanah, M., & Zuana, M. M. M. (2023). The Influence of Halal Labels and Electronic Word of Mouth (E-WOM) on Purchase Decisions of Food and Beverage Products on the Shopee Online Site. *Majapahit Journal of Islamic Finance and Management*, 3(1), 15–31. <https://doi.org/10.31538/mjifm.v3i1.34>

- Roy, K., Paul, U. K., Tiwari, S., & Mookherjee, A. (2024). Impact of electronic word of mouth (e-WOM) on purchasing decisions: an empirical study. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-08-2024-0642>
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63, 101365.
- Subana, A. I. G., & Kerti, Y. N. N. (220 C.E.). The role of purchase intention on mediating the relationship of e-WOM and E-WOM credibility to purchase decision. *Russian Journal of Agricultural and Socio-Economic Sciences*, 86(2), 33–39.
- Tajeddini, K., Rasoolimanesh, S. M., Gamage, T. C., & Martin, E. (2021). Exploring the visitors' decision-making process for Airbnb and hotel accommodations using value-attitude-behavior and theory of planned behavior. *International Journal of Hospitality Management*, 96, 102950.
- Tasriastuti, N. A., Harminingtyas, R., & Widowati, M. (2024). THE INFLUENCE OF PRICE, ELECTRONIC WORD OF MOUTH (E-WOM), AND BRAND IMAGE ON PURCHASING DECISIONS IN SHOPEE E-COMMERCE PLATFORM. *Fokus Ekonomi : Jurnal Ilmiah Ekonomi*, 19(1), 111–118. <https://doi.org/10.34152/fe.19.1.111-118>
- Toussaint, M., Cabanelas, P., & González-Alvarado, T. E. (2021). What about the consumer choice? The influence of social sustainability on consumer's purchasing behavior in the Food Value Chain. *European Research on Management and Business Economics*, 27(1), 100134.
- Yones, P. C. P., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174-184.

587_JEBE_Similarity_2

ORIGINALITY REPORT

17%

SIMILARITY INDEX

PRIMARY SOURCES

- | | | |
|---|---|---------------|
| 1 | repository.uin-malang.ac.id
Internet | 51 words — 2% |
| 2 | journal.uinsgd.ac.id
Internet | 50 words — 2% |
| 3 | library.acadlore.com
Internet | 36 words — 1% |
| 4 | www.iiste.org
Internet | 33 words — 1% |
| 5 | I Nyoman Wara Wangsa, Gede Bayu Rahanatha, Ni Nyoman Kerti Yasa, I Made Dana. "The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City)", European Journal of Business and Management Research, 2022
Crossref | 23 words — 1% |
| 6 | www.vaia.com
Internet | 21 words — 1% |
| 7 | journal.stkipsingkawang.ac.id
Internet | 19 words — 1% |
| 8 | Talita Fahriza, Rach Madita, Elvina Rachel Putri Islami, Muhimatun Nafiah, Zulfa Fahmy, Khairani Zikrinawati. "The Effect of Price Perceptions and Purchase | 18 words — 1% |

Intention on Purchase Decisions of Fashion Products Through the Marketplace Shopee in Students of Walisongo State Islamic University", Journal of Multidisciplinary Science, 2023

Crossref

9

www.researchgate.net

Internet

17 words — 1%

10

lifescifi.com

Internet

16 words — 1%

11

americanmudiassociation.org

Internet

15 words — 1%

12

I Made Rai Arya Sedana, Luh Putu Mahyuni. "The Influence of Celebrity Endorsers, Brand Image, and Brand Awareness on Purchase Decisions with Purchase Interest as a Product Mediator of MS Glow for Men", Quantitative Economics and Management Studies, 2024

Crossref

14 words — < 1%

13

Wahyu Septianti, Ira Setyawati, Dudi Permana. "The Effect of Halal Products and Brand Image on Purchasing Decisions with Purchase Interest as Mediating Variables", European Journal of Business and Management Research, 2022

Crossref

14 words — < 1%

14

eprints.utar.edu.my

Internet

14 words — < 1%

15

ikk.fema.ipb.ac.id

Internet

14 words — < 1%

16

Fatemeh Pourjahanshahi, Ali Mollahosseini, Saeid Dehyadegari. "Website quality and users' intention to use digital libraries: Examining users' attitudes,

10 words — < 1%

17 Jamid Ul Islam, George Thomas, Norah Ali Albishri. "From status to sustainability: How social influence and sustainability consciousness drive green purchase intentions in luxury restaurants", Acta Psychologica, 2024

Crossref

10 words — < 1%

18 koreascience.or.kr

Internet

10 words — < 1%

19 Nurhasanah, Febrina Mahliza, Lucky Nugroho, Yananto Mihadi Putra. "The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site", IOP Conference Series: Materials Science and Engineering, 2021

Crossref

9 words — < 1%

20 e-journal.uac.ac.id

Internet

9 words — < 1%

21 econeurasia.com

Internet

9 words — < 1%

22 journal.adpebi.com

Internet

9 words — < 1%

23 journal.formosapublisher.org

Internet

9 words — < 1%

24 www-emerald-com-443.webvpn.sxu.edu.cn

Internet

9 words — < 1%

25 Kristína MEDEKOVÁ, Kristína POMPUROVÁ. "Dynamics of Electronic Word-of-Mouth: Insights from Destination Management Organizations", Theoretical and Practical Research in Economic Fields, 2024

Crossref

8 words — < 1%

26 Stephen Randell M. Padual, Ardivin Kester S. Ong, Josephine D. German, Ma. Janice J. Gumasing. "The need for individualization: An open innovation perspective on the case for customized products", Acta Psychologica, 2024

Crossref

8 words — < 1%

27 eprajournals.com

Internet

8 words — < 1%

28 ijefm.co.in

Internet

8 words — < 1%

29 jurnal.umsu.ac.id

Internet

8 words — < 1%

30 Fidia Fidia, Renny Christiarini. "The Role of Mediation in Purchase Intention in Affecting the Decision to Purchase Health Supplement Products", Jurnal Manajemen Bisnis dan Keuangan, 2024

Crossref

7 words — < 1%

31 openaccessojs.com

Internet

7 words — < 1%

32 Sharmila Devi R., Swamy Perumandla, Som Sekhar Bhattacharyya. "Unveiling the drivers of sustainable housing choices among millennials in emerging markets", International Journal of Housing Markets and Analysis, 2024

Crossref

6 words — < 1%

EXCLUDE QUOTES ON
EXCLUDE BIBLIOGRAPHY ON

EXCLUDE SOURCES OFF
EXCLUDE MATCHES OFF