

THE INFLUENCE OF E-WOM, INFORMATION QUALITY, PERCEIVED QUALITY, AND BRAND IMAGE ON SAMSUNG SMARTPHONE PURCHASE DECISIONS (A CASE STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS, METHODIST UNIVERSITY OF INDONESIA)

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Abstract: This study aims to determine and analyze the influence of Electronic Word of Mouth (E-WOM), Information Quality, Perceived Quality, and Brand Image on Purchase Decisions for Samsung smartphone. This study was conducted on students from the Faculty of Economics at the Indonesian Methodist University in Medan who have purchased and used Samsung smartphone. This study was quantitative with an associative approach. The sample size for this study was 89 respondents, drawn using a purposive sampling technique. Data collection was conducted through a questionnaire. Data analysis techniques used were multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2) using the latest version of SPSS. The results indicate that partially, the variables E-WOM, Information Quality, Perceived Quality, and Brand Image have a positive and significant effect on Purchase Decisions. Simultaneously, these four variables also have a positive and significant effect on Purchase Decisions. The coefficient of determination (R^2) of 0.844 indicates that 84.4% of the purchase decision is influenced by these four variables, while the remaining 15.6% is influenced by variables outside this research model.

Keywords: Electronic Word of Mouth (E-WOM), Information Quality, Perceived Quality, Brand Image, Purchasing Decisions

Abstrak: Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Electronic Word of Mouth (E-WOM), Kualitas Informasi, Kualitas yang Dirasakan, dan Citra Merek terhadap Keputusan Pembelian untuk smartphone Samsung. Penelitian ini dilakukan pada mahasiswa dari Fakultas Ekonomi di Universitas Methodist Indonesia di Medan yang telah membeli dan menggunakan smartphone Samsung. Penelitian ini bersifat kuantitatif dengan pendekatan asosiatif. Ukuran sampel untuk penelitian ini adalah 89 responden, diambil dengan menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linier berganda, uji-t, uji-F, dan koefisien determinasi (R^2) dengan menggunakan SPSS versi terbaru. Hasil penelitian menunjukkan bahwa secara parsial, variabel E-WOM, Kualitas Informasi, Kualitas yang Dirasakan, dan Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Secara simultan, keempat variabel ini juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Koefisien determinasi (R^2) sebesar 0,844 menunjukkan bahwa 84,4% keputusan pembelian dipengaruhi oleh keempat variabel tersebut, sedangkan sisanya sebesar 15,6% dipengaruhi oleh variabel di luar model penelitian ini.

Kata Kunci: Electronic Word of Mouth (E-WOM), Kualitas Informasi, Kualitas Yang Dirasakan, Citra Merek, Keputusan Pembelian



INTRODUCTION

The development of information and communication technology in the digital era has had a significant impact on consumer behavior in various sectors, including product purchasing decisions. This technological development has had a significant impact on the smartphone industry. Smartphones are no longer merely communication tools but have become multifunctional devices. Students are a consumer segment that is closely associated with smartphone use. They use them not only for communication but also for online learning, managing academic assignments, and accessing various information sources to support their studies and organizations.

One factor that significantly influences purchasing decisions in the digital era is Electronic Word of Mouth (E-WOM), which is communication between consumers that occurs through digital media such as social media, online forums, review sites, and video platforms like YouTube. In addition to E-WOM, the quality of information consumers receive is also crucial. Students, as digitally active consumers, often seek information from various channels such as official websites, e-commerce sites, technology blogs, and social media. Perceptions of product quality also play a significant role in purchasing decisions.

These perceptions are formed not solely from direct experience but also from testimonials from other users, branding, and general assumptions about the brand. Brand image is another important dimension that influences consumer perceptions and decisions. Brand image is formed by associations embedded in consumers' minds with a brand, which can stem from personal experiences, promotions, or public opinion. Smartphone purchasing decisions among college students are influenced by various interrelated factors, such as e-WOM, information quality, perceived quality, and brand image.

This study aimed to analyze the partial and simultaneous influence of electronic word of mouth (e-WOM), information quality, perceived quality, and brand image on Samsung smartphone purchasing decisions among students at the Faculty of Economics, Methodist University of Indonesia. This research is expected to contribute to the development of marketing knowledge and serve as a reference for stakeholders conducting research in the same field. It can also provide insight into student consumption patterns and preferences in using technology, enabling educational institutions to better understand their students' digital needs.

LITERATURE REVIEW

Marketing Management

Marketing management is the process of planning, implementing, and monitoring marketing activities aimed at meeting market needs and wants in a way that is profitable for the company. Kotler & Keller, (2017), "Management marketing as the art and science of choosing target markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value."

Electronic Word of Mouth (E-WOM)

Electronic word of mouth (E-WOM) is a new way of communication in the world of marketing communications. Kotler & Keller (2016) define *E-WOM* as Positive or negative statements made by potential customers, actual customers and former customers about a product or company via the internet.

Quality Information

According to Setiawan and Rahmawati (2022) the quality of information is the extent to which information meets dimensions such as accuracy, completeness, relevance, and timeliness, which enable users to effectively detect false or misleading information. Yusdianto (2018) states that data (information) quality is defined as a multifaceted concept that includes various dimensions of quality, such as accuracy, consistency, and relevance, which are necessary for the effective use of data in the digital transformation of society.

Perception Quality

Perception quality is evaluation subjective consumer to quality a product or service based on experience, expectations, and product attributes. According to (Snoj, Korda & Mumel, 2004), perception quality defined as "consumer judgment of the overall superiority or superiority of a product or service." to product or service", Which often used as variables in the study of purchase intention and loyalty.

Brand Image



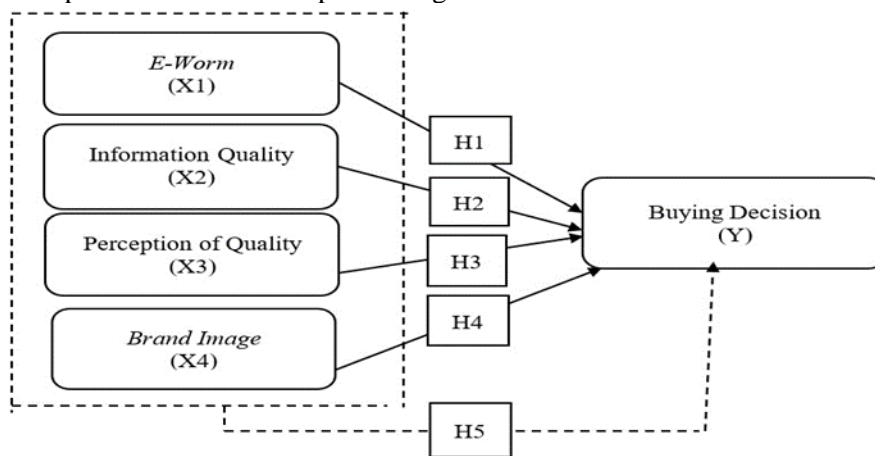
Brand Image is the consumer's perception of a brand which is formed from the associations that exist in the consumer's mind about the brand. According to Keller (2007) "Consumers understand brand in a way overall as characteristics brand. In thought Consumers, the various associations they remember with a brand can be combined to form their brand perception. Meanwhile, Zebuah (2018) argues that "Brand image is also defined as the perception and belief embedded in the minds of customers as a representation of the brand. association Which embedded in memory customer".

Decision Purchase

Purchasing decisions refer to the process by which consumers select, purchase, and use products or services to satisfy their needs or desires. This process involves several stages, starting with problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. According to Yusuf (2021), purchasing decisions are defined as a process in which individuals evaluate various alternatives. choices and make a choice on a product from many options available.

Framework Think

In this study, researchers analyzed the influence of four independent variables on one dependent variable, namely the decision to purchase Samsung *smartphone products* by students of the Faculty of Economics, Methodist University. Indonesia. The independent variable in question is *Electronic Word of Mouth (E-WOM)*, quality information, perception quality and *Brand Image*. These four variables assumed to have a positive influence on purchasing decisions.



Sumber: Diolah Peneliti, 2025

RESEARCH METHODS

Data Types and Sources

The type of research used is quantitative descriptive research. The data sources are primary data and secondary data. Primary data is data obtained directly by the researcher from selected respondents. Primary data was obtained by administering questionnaires in the form of statements and short interviews conducted by the researcher to respondents, namely students of the Faculty of Economics, Methodist University of Indonesia Medan. This secondary data was obtained from various types of references, such as books related to the research, journals, and related data from companies.

Population and Sample

The population in this study was 792 students from the Faculty of Economics, Indonesia Methodist University, intake 2022 - 2023. The researcher determined a sample of 89 respondents with a 10% margin of error based on the Slovin Formula. Regarding sampling, the sampling technique used was accidental sampling.

Data Collection Method

Method collection data which used in study This Interviews, which involve collecting data through direct questioning and answer sessions with those authorized to provide the data. Questionnaires, which involve a series of questions distributed to respondents in the form of a questionnaire related to the research being conducted. Literature studies, which involve collecting and studying data Which obtained from various type book, journal and information from the internet. The research method is a quantitative descriptive method which is one of the analysis methods by which data

is arranged and grouped and then analyzed to obtain a picture of the problem being faced and to explain the calculation results.

Identification and Operationalization of Research Variables

Operational variables are the act of creating boundaries that will be used in the analysis. Independent variables are variables that influence other variables and are variables that cause changes and the emergence of dependent variables. Meanwhile, dependent variables are variables that are influenced or that are the result of the existence of independent variables. In this study, the independent variables are *E-WOM*, Information Quality, Perceived Quality and *Brand Image*, while the dependent variable is the Purchase Decision.

RESULTS AND DISCUSSION

Respondent Characteristics

Respondents Based on Gender

The number of respondents based on gender of the 89 respondents, 50 were male (56%) and 39 were female (44%). This means that the majority of respondents who completed the questionnaire were male.

Respondents Based on Age

The number of respondents based on age, of the 89 respondents aged 16 to 19 years, 25 people (28 %) and aged 20 to 25 years, 64 people (72 %). This means that the respondents who filled out the questionnaire were mostly aged 20 to 25 years.

Data Analysis Test

Validity Test and Reliability Test

Validity test measures the accuracy of the questionnaire results. A statement item is said to be valid, if mark the correlation in on 0.361 And If mark the correlation below 0.361 means the instrument is invalid. The validity test was measured using the SPSS (*Statistical Package for Social Sciences*) program application assistance 26, 2025. All research variable instrument items are valid, because the average calculated *r* value is $> r$ Table 0.3 6 1.

Reliability testing is used to determine whether the measuring instrument consistently measures the same symptoms. If the *Cronbach's Alpha* value is ≥ 0.6 , it is considered reliable. If the *Cronbach's Alpha* value is < 0.6 , it is considered unreliable. *Cronbach's Alpha* value all the variables above are 0.60 . This means, 44 The research variable instrument is reliable, because the *Cronbach's Alpha* value is > 0.60 . Thus, the research variables can be analyzed further.

Classical Assumption Test

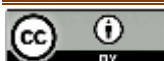
Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		89
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	1.44624603
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,044
Test Statistics		,083
Asymp. Sig. (2-tailed)		,185 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed with SPSS 26, 2025

Based on Table 1, the probability value or *Asymp. Sig (2-tailed)* is 0.185. This is because the probability value *p*, namely 0.185, is greater than the required significance level, namely 0.05. This means that the normality assumption is met.



Multicollinearity Test

Table 2. Results of Tolerance and VIF Value Tests

<i>Coefficients^a</i>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,233	1,397		3,030	,003		
	<i>E-Wom</i>	,245	,085	,264	2,891	,005	,222	4,507
	Information Quality	,215	,099	,227	2,165	,033	,169	5,928
	Perception of Quality	,203	,074	,213	2,742	,007	,306	3,263
	<i>Brand Image</i>	,172	,046	,293	3,715	,000	,299	3,343

a. Dependent Variable: Purchasing Decision

Source: Processed with SPSS 26, 2025

Based on Table 2, it can be seen that the VIF value of each independent variable is 4.507, 5.928, 3.263 and 3.343, it can be concluded that there are no symptoms of multicollinearity because the VIF value is smaller than 10.

Heteroscedasticity Test

Table 3. Test Glejser's heteroscedasticity

<i>Coefficients^a</i>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
	(Constant)	-,078	,724		-,108
	<i>EWOM</i>	-,063	,044	-,319	-,1432
	Information Quality	,093	,051	,463	1,811
	Perception of Quality	,016	,038	,077	,404
	<i>Brand Image</i>	-,004	,024	-,032	-,164

a. Dependent Variable: ABS_RES

Source: Processed with SPSS 26, 2025

Based on Table 3, the probability (significance) values of the regression coefficients of each independent variable are 0.156, 0.074, 0.687, and 0.870, all of which are greater than 0.05. This indicates that there is no heteroscedasticity symptom in this study.

Analysis Regression Linear Multiple

Table 4. Analysis Regression Multiple Linear

<i>Coefficients^a</i>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	4,233	1,397		3,030
	<i>EWOM</i>	,245	,085	,264	2,891
	Information Quality	,215	,099	,227	2,165
	Perception of Quality	,203	,074	,213	2,742
	<i>Brand Image</i>	,172	,046	,293	3,715

a. Dependent Variable: Purchasing Decision

Source: Processed with SPSS 26, 2025

Based on Table 4 obtained equality regression linear multiple as follows:

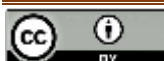
$$Y = 4.233 + 0.245 X_1 + 0.215$$

Test Hypothesis

Test Partial (Test t)

Table 5. Partial Test Results (t - test)

<i>Coefficients^a</i>	
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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,233	1,397		3,030	,003
<i>EW OM</i>	,245	,085	,264	2,891	,005
Information Quality	,215	,099	,227	2,165	,033
Perception of Quality	,203	,074	,213	2,742	,007
<i>Brand Image</i>	,172	,046	,293	3,715	,000

a. Dependent Variable: Purchasing Decision

Source: Processed with SPSS 26, 2025

Based on Table 5 can known that influence every variables X against variable Y can be seen as follows: Obtained mark t count *E-WOM* as big as $2,891 > 1,988$, And mark significance of $0.005 < 0.05$. Obtained mark t count Information Quality as big as $2,165 > 1,988$, And mark significance of $0.033 < 0.05$. Obtained mark t count Perception of Quality as big as $2,742 > 1,988$, And mark significance of $0.007 < 0.05$. Obtained mark t count *Brand Image* as big as $3,715 > 1,988$, And mark significance of $0.000 < 0.05$. Therefore, it can be concluded that *E-WOM*, Information Quality, Perception of *Brand Image Quality* has a significant influence on purchasing decisions.

Simultaneous Significance Test (F-Test)

Table 6. Simultaneous Test Results (F-Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	997,173	4	249,293	113,769	,000 ^b
Residual	184,063	84	2,191		
Total	1181,236	88			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), *E-WOM*, Information Quality, Perceived Quality, *Brand Image*

Source: Processed with SPSS 26, 2025

Based on Table 6, the results of multiple linear regression analysis show that the variables *E-WOM*, Information Quality, Perceived Quality, and *Brand Image* simultaneously have a positive and significant influence on the Purchase Decision of Samsung *smartphone products*. This is evidenced by the results of the F test in the ANOVA table, where the F-count value is $113.769 > 2.71$ with a significance level of $0.000 (< 0.05)$. Thus, it can be concluded that the better the consumer perception of *E-WOM*, information quality, perceived quality, and *Brand Image*, the more likely the purchasing decision will increase.

Test of the Coefficient of Determination

Table 7. Results of Sub-Structural Determination Coefficient Test I

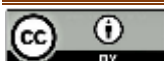
Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,919 ^a	,844	,837	1,480

a. Predictors: (Constant), *E-WOM*, Information Quality, Perceived *Brand Image Quality*

Source: Processed with SPSS 26,2025

Based on Table 7 it can be seen that: The *R Square* value of 0.844 means that 84.4% of the Purchasing Decision variable can be explained by *E-WOM*, Perceived Quality, Information Quality and *Brand Image*. While the remaining $100\% - 84.4\% = 15.6\%$ can be explained by other variables not examined in this study. *Standard Error of Estimated* (Standard Deviation) means measuring the variation of the predicted value. In this study the standard deviation is 1.480. The smaller the standard deviation means the better the model.

The results of this study indicate that the *E-WOM variable* has a positive and significant effect on the purchasing decision of Samsung *smartphones* among students of the Faculty of Economics, Methodist University of Indonesia. This is indicated by the regression coefficient value of 0.245 with a significance value of 0.005 ($p < 0.05$), which indicates that the higher the level of exposure or quality of *E-WOM* received by consumers, the greater the likelihood of them making a purchase. This finding



is in line with research conducted by Erkan and Evans (2016:49), which states that *E-WOM* greatly influences purchasing decisions, especially in the context of the younger generation who are more likely to search for information and reviews online before deciding to buy.

Information Quality has a positive and significant effect on purchasing decisions with a regression coefficient of 0.215 and a significance value of 0.033 ($p < 0.05$). This means that increasing consumer perceptions of the quality of information they receive, for example from product descriptions, technical specifications, and customer reviews, will foster a greater intention to purchase a Samsung *smartphone*. This finding is in line with research conducted by Xu, Benbasat, & Cenfetelli (2013:783) in their study of *e-service*, where it was found that *perceived information quality* has a significant effect on user satisfaction and intention to reuse the service.

The Perceived Quality variable reflects consumers' subjective assessment of the superiority or superiority of a product based on their experience, expectations, and information. From the regression results, this variable has a positive coefficient of 0.203 with a significance of 0.007 ($p < 0.05$), which indicates that the higher the perceived quality of the Samsung *smartphone product*, the stronger the student's purchasing decision. This is in accordance with the findings of Taufiq Akbar (2023: 205), which shows that "*perceived quality had a positive and significant effect on purchasing decisions* ($cr = 1.784$; $p = 0.044$)" in the context of personal selling marketing.

In this study, the results of the regression test show that the *Brand Image variable* (X_4) has a positive and significant influence on purchasing decisions (Y) with a coefficient value of 0.172 and a significance of 0.000 ($p < 0.05$). This means that the more positive the perception of students of the Faculty of Economics, Methodist University of Indonesia towards the Samsung brand, the greater the likelihood that they will decide to purchase the *smartphone product*. This finding is reinforced by the results of research by Mutmainah and Ikhrum (2023:328) which states that brand equity, including *brand image*, significantly influences the purchasing decision of Samsung *smartphones* among students in Malang.

The variables *E-WOM*, Information Quality, Perceived Quality, and *Brand Image* simultaneously proved to have a positive and significant effect on purchasing decisions. This is shown from the results of the ANOVA analysis, where the F-value = 113.769 with a significance of 0.000, indicating that the regression model together can explain variations in purchasing decisions of students of the Faculty of Economics, Methodist University of Indonesia. According to Kotler & Keller (2016:285), consumer alignment with brand perception plays an important role in purchasing decisions. When these variables interact, they form a comprehensive framework of brand equity and information perception, which collectively influence consumer purchase intentions.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of data analysis in the study entitled "The Influence of *E-WOM*, Information Quality, Perceived Quality and *Brand Image* on the Purchase Decision of Samsung *Smartphone Products* (Case Study on Students of the Faculty of Economics, Methodist University of Indonesia)", then the following conclusions were obtained:

1. *E-WOM* (X_1) has a positive and significant influence on the decision to purchase a Samsung *smartphone*, with a regression coefficient value of 0.245, a t-count value of 2.891 and a significance of 0.005.
2. Information Quality (X_2) also has a positive and significant effect on purchasing decisions, with a coefficient value of 0.215, a t-count value of 2.165 and a significance of 0.033.
3. Perceived Quality (X_3) has a positive and significant influence on purchasing decisions with a coefficient of 0.203, a t-value of 2.742 and a significance of 0.007.
4. *Brand Image* (X_4) has a positive and significant influence. *Brand image* is also the most dominant variable with a regression coefficient of 0.172, a t-value of 3.715, and a significance level of 0.000.
5. Simultaneously, the four independent variables (*E-WOM*, Information Quality, Perceived Quality and *Brand Image*) have a positive and significant effect on Purchasing Decisions (Y). This is evidenced by the F-count value of 113.769 with a significance of 0.000, and an R^2 value of 0.844,



which means that 84.4% of the variation in purchasing decisions can be explained by these four variables, while the remaining 15.6% is explained by other variables not studied.

Suggestions

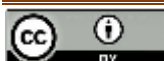
Based on the findings and conclusions of the research entitled " The Influence of *E-WOM* , Information Quality, Perceived Quality and *Brand Image* on Purchase Decisions for Samsung *Smartphone Products* (Case Study on Students of the Faculty of Economics, Methodist University of Indonesia)", the researcher provides the following suggestions:

1. In the *E-WOM aspect*, companies should encourage consumers to provide positive reviews and recommendations on digital platforms, as this has been proven to influence purchases.
2. The quality of product information must be continuously improved, both on the official website, social media, and online sales channels. Accurate and easily accessible information will increase consumer trust in a product.

For further research, it is recommended to expand the research object to different variables, as well as add other variables such as price, promotion, or customer satisfaction to obtain more comprehensive results.

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