

The Role of E-Wom As A Mediation of The Influence of Price And Location Perception on Consumer Purchase Intention for Hmns Local Perfume Products in Denpasar

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Abstract: This study aims to analyze the effect of price perception and location on purchase intention with electronic word of mouth (e-WOM) as a mediating variable for HMNS perfume consumers in Denpasar. This research uses a quantitative approach with data collected through an online questionnaire distributed to 162 respondents. Data analysis was conducted using Structural Equation Modeling based on Partial Least Square (SEM-PLS). The results show that price perception and location have a positive and significant effect on e-WOM. Furthermore, e-WOM has a positive and significant effect on purchase intention. Mediation analysis indicates that e-WOM mediates the relationship between price perception and purchase intention. These findings suggest that appropriate pricing strategies and accessible locations can encourage positive digital communication among consumers and increase purchase intention toward HMNS perfume products.

INTRODUCTION

The local perfume industry in Indonesia, particularly in Denpasar, has experienced significant growth in recent years, driven by increasing consumer awareness of domestic products and a surge of support for the "Love Local" movement (Mirzanti & Sjarif, 2023). This phenomenon aligns with changing consumer preferences, which are shifting from international brands to local products, considered more affordable but of equal quality (Vivita & Hidayat, 2022). However, amidst increasingly fierce competition, marketing management is a key factor in a brand's success (Setiawan & Safitri, 2023). The primary challenge facing businesses, including local perfume brands like HMNS, is how to build and maintain consumer purchasing intent in the information-rich digital era. Today's consumers consider not only product quality but also the holistic brand experience, from social media reputation to the company's values (Hartanto & Laij, 2024). In this context, a brand's ability to create a consistent and authentic narrative is crucial for building consumer loyalty.

Consumer purchase intention is a person's tendency or desire to purchase a product or service, which is influenced by various psychological, social, and situational factors (Herawati &

Imronudin, 2024). In general, purchase intention is formed through the consumer's evaluation process of product attributes, brand perceptions, environmental influences, and personal experiences, where factors such as product quality, price, brand reputation, and recommendations from others play an important role in decision-making (Safira et al., 2024). In the context of HMNS perfume products, consumer purchase intention, especially in Denpasar, depends not only on the quality of the fragrance and packaging, but also on how this brand is able to build consumer trust. Based on data obtained from the Kompas.co.id page, it was found that the HMNS perfume brand is included in the 7 best-selling local perfume brands.

Recent data from Markethac.id shows that local perfume brands like TERATU have soared to top-of-mind status, capturing a 26% market share, surpassing other local brands like Avicenna, Brasov, Scarlett, and HMNS. This data indicates a weakening trend in consumer purchase intention for HMNS products. This contradicts data from Kompas.co.id (2025), which stated that HMNS products were the top-selling brand. This phenomenon highlights the importance of examining the factors influencing consumer purchase intention.

One factor indicated to influence consumer purchase intention is price perception. Price perception refers to consumers' subjective assessment of a product's price, whether it is considered reasonable, expensive, or cheap compared to the benefits received (Harisandi et al., 2023). In Denpasar, consumers tend to be more selective in choosing local perfume products due to the wide selection of brands with similar positioning. Price perception is often a primary consideration, with consumers comparing product quality with the price offered. However, a positive price perception does not necessarily directly drive purchase intention if it is not supported by trust in the brand. Research conducted by Herawati & Imronudin (2024) shows that price has a positive effect on consumer purchase intention. Similarly, according to Harisandi et al. (2023), consumer perception of a product's price can increase their purchase intention.

In addition to price, location is also indicated to be an important factor for consumers who want to buy a product (Onsardi & Wulansari, 2022). Location has a significant influence on consumer purchase intention because ease of access, visibility, and convenience are key factors in purchasing decisions. A strategic location, such as in a shopping center, near a residential area, or easily accessible by transportation, increases the likelihood of consumers purchasing because it saves time and effort. Furthermore, a safe and attractive environment can also strengthen positive perceptions of a brand or store, thus encouraging purchase intention. Conversely, a location that is difficult to reach or less strategic can reduce consumer interest even if the product or price is attractive. Research conducted by Susanti et al. (2022) shows that location has a significant influence on consumer purchase intention. A different finding was conveyed by Welsa et al. (2021) in their study, which showed that location had no significant effect on consumer purchase intention.

Previous research has shown inconsistencies, creating a gap in research for the use of mediating variables. The aim was to more comprehensively examine the influence of price perception and location on purchase intention. The mediating variable used in this study was e-WOM. E-Word of mouth is defined as the exchange of information or opinions about a product through digital platforms, such as social media, online reviews, or discussion forums (Nyoman et al., 2024). This variable can significantly influence consumers, but its impact can vary depending on the credibility of the source and the consistency of the message. One key element in today's digital marketing strategy is e-WOM, which has become a major driving force in shaping consumer perceptions and purchasing decisions (Sunaryanto & Nia Oktaviandri, 2024). Through platforms such as social media, online forums, and e-commerce reviews, consumers exchange

information and experiences about products, ultimately influencing the brand's image in the eyes of potential buyers.

Documentation of online reviews by visitors to the MHNS brand revealed several negative views of this perfume brand. Some visitors complained about the unfriendly staff and the location of the outlets, which were concentrated in one location. This negative e-WOM is indicated to be a bridge factor in influencing consumer perceptions on their purchase intentions. Therefore, e-WOM was used as a mediating variable in this study. The results of research conducted by Vakhira & Aini (2025) showed that e-WOM can mediate consumer purchase intentions. A similar sentiment was conveyed by Putra & Andrian (2021), who explained that e-WOM can mediate factors that influence consumer purchase intentions. Therefore, this study aims to empirically determine whether e-WOM variables can influence purchase intentions. The results of this study are expected to provide strategic recommendations for the HMNS brand and other local perfume industry players in designing effective marketing strategies to increase consumer trust and purchase intentions.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior, proposed by Ajzen (1991), explains that behavior can be influenced by a person's intentions. The TPB allows for modification of individual behavior based on predictors that contribute to a person's intention to behave in a certain way (Nuryanti et al., 2023). The Theory of Planned Behavior is a theory used to understand and predict behavior, stating that behavior is directly determined by behavioral intentions and, under certain circumstances, perceived behavioral control.

Price Perception and Consumer Purchase Intention

Price perception refers to consumers' subjective interpretation of the price of a product or service, which is based not only on the nominal figure but also on perceived value (Herawati & Imronudin, 2024). This concept reflects how consumers assess whether a price is fair, expensive, or cheap based on their expected benefits, such as quality, prestige, or emotional satisfaction. In the context of HMNS perfume products, consumers in Denpasar tend to be more selective in choosing products due to the wide selection of local brands with similar positioning. Price perception is often a primary consideration, as consumers compare product quality with the price offered (Harisandi et al., 2023).

Consumer purchase intention is a person's tendency or desire to purchase a product or service, which is influenced by various psychological, social, and situational factors (Herawati & Imronudin, 2024). According to Pektas & Hassan (2020), consumer purchase intention is a person's action to purchase a product or service to meet their needs, which in the process can influence future purchasing decisions. McClure & Seock (2020) further state that consumer purchase intention functions as an indication of a person's willingness to purchase a brand or make a purchase. In general, purchase intention is formed through the consumer's evaluation process of product attributes, brand perceptions, environmental influences, and personal experiences, where factors such as product quality, price, brand reputation, and recommendations from others play an important role in decision-making (Safira et al., 2024).

The relationship between price perception and consumer purchase intention has been explored in several prior studies. Research conducted by Herawati & Imronudin (2024) shows that price has a positive effect on consumer purchase intention. Similarly, according to Harisandi

et al. (2023), consumers' perception of a product's price can increase their purchase intention. These findings suggest that when consumers perceive the price of a product as fair and commensurate with the quality received, their motivation to make a purchase increases. This is also aligned with the Theory of Planned Behavior (Ajzen, 1991), which states that a positive attitude toward a product attribute—such as a reasonable price—will strengthen an individual's behavioral intention to engage in purchasing behavior.

H1: Price perception has a positive and significant effect on consumer purchase intention for HMNS perfume products in Denpasar.

Location and Consumer Purchase Intention

Location is a crucial factor that can drive a company's costs and revenue, thus influencing its overall business strategy. According to Rambe & Sumadi (2023), the right location can provide a competitive advantage, facilitate distribution, and increase consumer appeal. Kotler explains that "Place includes company activities that make the product available to target consumers" (Rambe & Sumadi, 2023), emphasizing that location serves as a primary means of ensuring products or services are easily accessible. If a location is difficult to find or not strategically situated, consumer engagement will be low, which can reduce satisfaction levels even if service quality is good. In the context of HMNS perfume, the concentration of outlets in limited areas has been noted as a concern among consumers.

Consumer purchase intention, as defined by Pektas & Hassan (2020), reflects a person's readiness and desire to acquire a product or service to satisfy their needs. This intention is shaped by perceived ease, convenience, and accessibility during the buying process. A strategic location—such as being situated in a shopping center, near a residential area, or easily accessible by transportation—reduces the time and effort consumers must spend, thereby increasing the likelihood of purchase (Onsardi & Wulansari, 2022). Conversely, a location that is difficult to reach or less strategic can reduce consumer interest even if the product quality or pricing is attractive.

Prior research has demonstrated the influence of location on consumer purchase intention. Susanti et al. (2022) found that location has a significant and positive influence on consumer purchase intention. These results support the notion that ease of access, visibility, and environmental comfort are key factors in shaping purchasing decisions. In alignment with the Theory of Planned Behavior, ease of access and the comfort felt by consumers at a shopping location can form a positive attitude toward the purchasing process, thereby strengthening purchase intention (Ajzen, 1991). However, Welsa et al. (2021) found that location had no significant effect on purchase intention in their study, indicating a research gap that motivates further investigation in the HMNS context.

H2: Location has a positive and significant effect on consumer purchase intention for HMNS perfume products in Denpasar.

Price Perception and Electronic Word of Mouth (E-WOM)

Price perception refers to consumers' subjective assessment of a product's price based not only on its nominal value but also on the perceived benefits received, such as quality, prestige, or emotional satisfaction (Herawati & Imronudin, 2024). A price that is considered fair and commensurate with quality creates positive experiences for consumers, increasing overall satisfaction. In the context of HMNS perfume, price is a key attribute that consumers evaluate when forming their overall impression of the brand. When consumers perceive HMNS prices as

reasonable and aligned with the product's quality and packaging, this positive assessment serves as a foundation for positive word-of-mouth behavior.

Electronic Word of Mouth (E-WOM) is a form of communication that has grown rapidly with the advent of the internet. According to Gruen et al. (2006), E-WOM is a communication medium between consumers used to share information about products or services they have consumed, even when they do not know each other. E-WOM encompasses reviews, ratings, recommendations, and opinions shared through social media, e-commerce platforms, and online forums. As a key element in today's digital marketing strategy, E-WOM has become a major driving force in shaping consumer perceptions and purchasing decisions (Sunaryanto & Nia Oktaviandri, 2024).

Prior research supports the relationship between price perception and E-WOM. In line with Wahyoedi's findings, price perception has a positive and significant effect on E-WOM, as prices perceived to be fair and in accordance with product quality create a positive consumer experience that encourages online sharing of reviews and recommendations. Furthermore, Firmansyah & Fietroh (2025) note that price is one of the important factors in shaping consumer satisfaction that drives word-of-mouth communication behavior, including E-WOM. Within the Theory of Planned Behavior framework, when consumers have a positive attitude toward a product's price, they are more likely to share their experiences digitally, forming a positive E-WOM that benefits the brand.

H3: Price perception has a positive and significant effect on E-WOM for HMNS perfume products in Denpasar.

Location and Electronic Word of Mouth (E-WOM)

Location is one of the important elements in the marketing mix (place) that plays a significant role in shaping the consumer experience. According to Rambe & Sumadi (2023), a location that is easy to reach, supported by good accessibility, and offering convenience will increase consumer satisfaction during the purchasing process. In the HMNS context, the strategic placement of outlets—or the perceived lack thereof—directly affects the quality of the shopping experience. Consumers who have a pleasant and convenient in-store experience at a well-located outlet are more likely to develop a favorable evaluation of the brand as a whole.

Electronic Word of Mouth (E-WOM) captures the digital dimension of consumer-to-consumer communication. According to Gruen et al. (2006), E-WOM serves as a medium through which consumers share information and opinions about products or services via digital channels, even among strangers. A positive shopping experience—partly influenced by a convenient and well-situated store location—motivates consumers to share their impressions and recommendations online through platforms such as social media, Google Maps reviews, and e-commerce feedback sections (Fisabilillah et al., 2025; Syahputra et al., 2025).

Prior studies have demonstrated the link between location and E-WOM formation. A strategic and accessible location encourages consumers to leave positive reviews and recommendations online, as ease of access contributes to overall consumer satisfaction and the desire to share positive experiences (Onsardi & Wulansari, 2022). The Theory of Planned Behavior further supports this relationship: when consumers perceive that a location is convenient and accessible (perceived behavioral control), and observe that other consumers are leaving positive digital reviews (subjective norms), they are more inclined to engage in similar E-WOM behavior themselves.

H4: Location has a positive and significant effect on E-WOM for HMNS perfume

products in Denpasar.

Electronic Word of Mouth (E-WOM) and Consumer Purchase Intention

Electronic Word of Mouth (E-WOM) is defined as the exchange of information or opinions about a product through digital platforms, such as social media, online reviews, or discussion forums (Nyoman et al., 2024). E-WOM has become a major driving force in shaping consumer perceptions and purchasing decisions in the digital era (Sunaryanto & Nia Oktaviandri, 2024). In the context of HMNS perfume, reviews and recommendations shared by consumers on digital platforms play a critical role in forming potential buyers' impressions of the brand. Documentation of online reviews by visitors to the HMNS brand has revealed both positive and negative perceptions that influence brand image.

Consumer purchase intention is defined as a person's tendency or desire to purchase a product or service based on their evaluation of relevant attributes, recommendations from others, and perceived brand value (Herawati & Imronudin, 2024). According to the Theory of Planned Behavior (Ajzen, 1991), a person's intention to perform a behavior is influenced by attitudes, subjective norms, and perceptions of behavioral control. In the context of E-WOM, reviews and recommendations from other consumers can form subjective norms—the social pressure felt by individuals to follow behaviors considered common or recommended by others. When potential consumers encounter many positive reviews about HMNS perfumes on social media or digital platforms, they develop a perception that the product is worth buying, which heightens their purchase intention.

Prior research supports the positive relationship between E-WOM and consumer purchase intention. The results of research conducted by Vakhira & Aini (2025) showed that E-WOM can mediate consumer purchase intentions, implying that E-WOM itself plays a direct role in influencing them. Putra & Andrian (2021) similarly confirmed that E-WOM mediates factors that influence consumer purchase intentions, underscoring its direct and indirect impact. These findings align with the notion that information submitted by other consumers is considered more credible than company-generated content, and therefore has greater influence on potential buyers' decisions.

H5: E-WOM has a positive and significant effect on consumer purchase intention for HMNS perfume products in Denpasar.

Price Perception, E-WOM, and Consumer Purchase Intention

Price perception refers to consumers' subjective evaluation of a product's price in relation to the quality and benefits expected (Harisandi et al., 2023). A price perceived as fair and proportional to the product's value creates a positive experience for consumers, which forms the basis for sharing opinions and reviews online. In the HMNS perfume context, consumers who feel that the pricing aligns with the product's quality are more likely to develop a favorable attitude toward the brand, motivating them to express this satisfaction through digital channels.

Consumer purchase intention represents a consumer's readiness to acquire a specific product or service, shaped by various cognitive and affective evaluations (Herawati & Imronudin, 2024). While price perception can directly influence purchase intention, it can also indirectly shape it through the formation of E-WOM. Positive E-WOM—generated by consumers who are satisfied with the pricing—acts as a credible source of product information for potential buyers, thereby reducing their perceived risk and increasing their willingness to purchase. According to the Theory of Planned Behavior, positive attitudes formed from fair price perceptions, combined

with the subjective norms created by positive E-WOM, collectively strengthen consumer purchase intention (Ajzen, 1991; Nuryanti et al., 2023).

Prior research supports the mediating role of E-WOM in the relationship between price perception and consumer purchase intention. Harisandi et al. (2023) found that price and brand image influence purchase decisions through E-WOM on TikTok. Furthermore, Vakhira & Aini (2025) confirmed that E-WOM serves as a mediating variable between its antecedents and consumer purchase intention, suggesting that the pathway from price perception to purchase intention is strengthened when channeled through positive E-WOM. These findings indicate that companies which maintain competitive and value-aligned pricing are better positioned to trigger E-WOM that further amplifies consumer purchase intention.

H6: E-WOM mediates the positive and significant effect of price perception on consumer purchase intention for HMNS perfume products in Denpasar.

Location, E-WOM, and Consumer Purchase Intention

Location is a fundamental element of the marketing mix that directly affects the consumer's shopping experience and convenience. A strategic and easily accessible location not only facilitates product acquisition but also creates a positive overall shopping experience that consumers are motivated to share (Rambe & Sumadi, 2023). In the case of HMNS perfume, the distribution and accessibility of sales outlets across Denpasar can shape consumers' impressions and their tendency to recommend the brand to others. A well-located store reduces barriers to purchase and enhances the likelihood of a satisfying experience that leads to positive online communication.

Consumer purchase intention reflects the degree to which a consumer is inclined to buy a specific product based on their evaluation of situational, social, and personal factors (Pektas & Hassan, 2020). Location affects purchase intention both directly—through accessibility and convenience—and indirectly, by shaping the E-WOM that other potential consumers encounter. Positive E-WOM generated from location-driven experiences serves as a form of subjective norm, as defined by the Theory of Planned Behavior, where individuals are influenced by the perceived behaviors and recommendations of others in their social and digital networks (Ajzen, 1991).

Prior studies have indicated that location-driven consumer experiences contribute to the formation of E-WOM, which in turn influences purchase intention. Syahputra et al. (2025) found that location significantly affects consumer satisfaction, which subsequently leads to positive word-of-mouth. Fisabilillah et al. (2025) similarly noted that marketing mix elements, including location, influence purchase decisions through consumer experiences that are shared online. The mediation of E-WOM in the location–purchase intention relationship reflects the growing role of digital communication in the consumer decision-making process, particularly in the local perfume market where brand credibility is largely built through peer recommendations.

H7: E-WOM mediates the positive and significant effect of location on consumer purchase intention for HMNS perfume products in Denpasar.

METHOD

The population in this study were perfume consumers in Denpasar City whose exact number is unknown. This study used a non-sampling probability technique because the population size is unknown, and with purposive sampling as the sampling technique. The number of samples in this study was 162 respondents. This study applied a descriptive quantitative method. Primary data was obtained through initial observation and a survey in the form of a

questionnaire. Data processing in this study used a Likert scale which was carried out by distributing questionnaires to respondents. The data analysis technique in this study used the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4.0. This method was chosen because it is able to process small samples, non-normally distributed data, and supports model complexity and prediction orientation. The analysis was carried out in two stages: evaluation of the measurement model (outer model) and the structural model (inner model), and hypothesis testing through the bootstrapping technique to obtain significance values. The outer model evaluation aims to ensure construct validity and reliability. Convergent validity is assessed through loading factors (>0.70 or ≥ 0.60 for exploratory research) and $AVE \geq 0.50$. Discriminant validity is tested using the HTMT method with a value <0.90 . Meanwhile, reliability is measured through Cronbach's Alpha and Composite Reliability with a limit of ≥ 0.70 . Next, the inner model evaluation is used to test the relationship between latent constructs. The R-square (R^2) value indicates the model's ability to explain the dependent variable (0.75 is strong; 0.50 is moderate; 0.25 is weak), while the Q-square (Q^2) assesses the model's predictive ability, where a value >0 indicates good prediction. Hypothesis testing is performed by bootstrapping using the t-statistic and p-value. The relationship between variables is declared significant if $t \geq 1.96$ or $p \leq 0.05$, so the alternative hypothesis is accepted

RESULT AND DISCUSSION

Data Analysis Results

Respondent Characteristics

Table 1. Respondent Characteristics

Classification	Yes	Characteristics	Frequency	Percentage
Age	1	17-25 Years	69	42,59%
	2	26-35 Years	57	35,19%
	3	36-45 Years	33	20,37%
	4	46-55 Years	3	1,85%
Domicile	1	West Denpasar	42	25,93%
	2	South Denpasar	49	30,25%
	3	East Denpasar	36	22,22%
	4	North Denpasar	35	21,60%
Total			162	100%

Based on the data in the table, the characteristics of the respondents in this study are as follows:

1. Based on age classification, the majority of respondents were in the age range of 17-25 years as many as 69 people (42.59%). The age group of 26-35 years occupies the second position with a total of 57 respondents (35.19%), followed by 33 respondents (20.37%) at the age of 36-45 years. Meanwhile, respondents aged 46–55 years were the least group, namely 3 people (1.85%). These results show that respondents who know about HMNS in Denpasar are dominated by young and productive age groups, who tend to be more active in the use of digital media and exposed to e-WOM.
2. Based on domicile, the most respondents came from South Denpasar with 49 people (30.25%), followed by West Denpasar with 42 people (25.93%). Respondents who live in East Denpasar amounted to 36 people (22.22%), while North Denpasar was 35 people (21.60%). This

distribution shows that respondents are spread relatively evenly throughout the Denpasar City area, so the data obtained reflects consumer perceptions from various geographical locations. The evenly distributed area in Denpasar aims to get answers that truly represent the people of Denpasar.

- Based on the level of knowledge of HMNS perfume products, all respondents as many as 162 people (100%) stated that they knew the product. There were no respondents who stated that they did not know about HMNS. This shows that the respondents involved in the study have met the criteria as consumers or potential consumers who have experience or information related to the product, so it is considered relevant to assess the role of e-WOM, price perception, location, and purchase intention.

Results Analysis

Evaluation of Measurement Models (Outer Model)

This analysis aims to ensure that each construct and indicator used in the study has feasibility as a measuring tool, so that it can be declared valid and reliable. In the PLS-SEM approach, the evaluation of the measurement model or outer model is carried out through convergent validity, discriminant validity, and reliability testing. Reliability testing was carried out by reviewing two main indicators, namely the Composite Reliability value and Cronbach's Alpha. The following description presents an explanation as well as the results of the outer model testing that has been carried out.

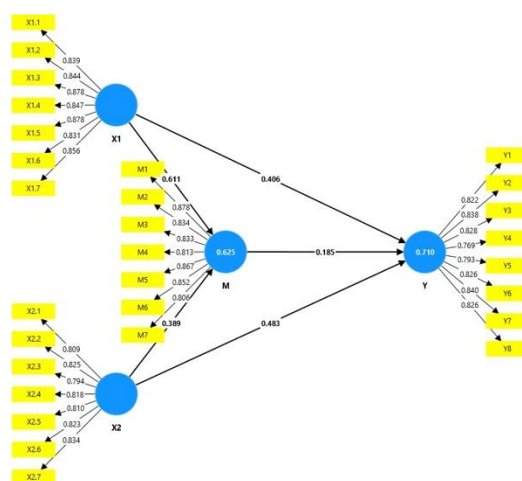


Figure 1. Outer Model PLS Algorithm
Source: Data processed by researchers (2025)

Table 2.
Convergent Validity and Reliability Test Results

Construct	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
E-WOM	M1	0.878	0.931	0.944	0,707

	M2	0.834			
	M3	0.833			
	M4	0.813			
	M5	0.867			
	M6	0.852			
	M7	0.806			
Price Perception	X1.1	0.839	0.938	0.949	0,728
	X1.2	0.844			
	X1.3	0.878			
	X1.4	0.847			
	X1.5	0.878			
	X1.6	0.831			
	X1.7	0.856			
Location	X2.1	0.809	0.917	0.933	0,667
	X2.2	0.825			
	X2.3	0.794			
	X2.4	0.818			
	X2.5	0.810			
	X2.6	0.823			
	X2.7	0.834			
Purchase Intention	Y1	0.822	0.929	0.942	0,669
	Y2	0.838			
	Y3	0.828			
	Y4	0.769			
	Y5	0.793			
	Y6	0.826			
	Y7	0.840			
	Y8	0.826			

Source: Researcher-Processed Data (2025)

Based on the results of the convergent validity test as shown by the outer loading value, all indicators in the e-WOM (M) variables, price perception (X1), location (X2), and purchase intention (Y) have loading factor values above the minimum limit of 0.50. The outer loading value of the e-WOM variable ranged from 0.806 to 0.878, the price perception variable ranged from 0.831 to 0.878, the location variable ranged from 0.794 to 0.834, and the purchase intention variable ranged from 0.769 to 0.840. These results show that all indicators are able to represent their respective constructs well, so that they can be declared to meet the convergent validity criteria and are suitable for use in subsequent structural model testing.

Discriminant Validity**Table 3. Discriminant Validity**

	EWOM	Pricing	Location	Purchase Intent
EWOM				
Pricing	0,74			
Location	0,56	0,219		
Purchase intent	0,76	0,674	0,717	

Source: Researcher-Processed Data (2025)

Based on the results of the Discriminant Validity test measured using the Heterotrait–Monotrait Ratio (HTMT) value, all correlation values between constructs are below the maximum limit of 0.90. The HTMT value between e-WOM and price perception is 0.74, between e-WOM and location is 0.56, and between e-WOM and purchase intention is 0.76. Furthermore, the HTMT value between price perception and location is 0.219, between price perception and purchase intention is 0.674, and between location and buying intention is 0.717. These results show that each construct has an adequate degree of difference from each other, so it can be concluded that the research model has met the criteria of discriminant validity.

Reliability**Table 4. Reliability**

	Cronbach's alpha	Composite reliability
Pricing	0,938	0,949
Location	0,917	0,933
EWOM	0,931	0,944
Purchase Intent	0,929	0,942

Source: Researcher-Processed Data (2025)

Based on the results of the reliability test shown by Cronbach's Alpha and Composite Reliability values, all constructs in this study have a very good level of reliability. The price perception variable has a Cronbach's Alpha value of 0.938 and Composite Reliability of 0.949, location variables of 0.917 and 0.933, e-WOM variables of 0.931 and 0.944, and purchase

intention variables of 0.929 and 0.942. All of these values are above the minimum limit of 0.70 and are still within the acceptable range, so it can be concluded that the entire construct has a high internal consistency and is suitable for future structural model analysis.

Evaluation of Structural Models (Inner Model)

R-Square

The R-Square (R^2) test is used to measure the extent to which dependent variables can be explained by independent variables in a research model. A model is declared to have a strong influence and relationship if the resulting R^2 value exceeds 0.50, because this value shows a high explainability of independent variables to dependent variables.

Table 5. R-square

	R-square	R-square adjusted
EWOM	0,625	0,620
Purchase Intent	0,710	0,704

In this study, the R-Square value (R^2) is used to calculate the error rate of each endogenous variable using the formula:

$$Pe_i = \sqrt{(1 - R^2_i)}$$

Next, all the error values (Pe) are squared and multiplied by each other to obtain the total determination coefficient of the model (R^2_m), with the formula:

$$R^2_m = 1 - (Pe_1^2 \times Pe_2^2)$$

Calculation:

1. E-WOM (M)

$$R^2 = 0.625$$

$$Pe_1 = \sqrt{(1 - 0.625)}$$

$$Pe_1 = \sqrt{0.375}$$

$$Pe_1 = 0.612$$

2. Purchase Intent (Y)

$$R^2 = 0.710$$

$$Pe_2 = \sqrt{(1 - 0.710)}$$

$$Pe_2 = \sqrt{0.290}$$

$$Pe_2 = 0.538$$

From the calculation results, the result of Pe_1 was 0.612 and Pe_2 was 0.538. After analyzing e_1 and e_2 , the value of the total determination coefficient is affected as follows:

$$R^2_m = 1 - (Pe_1^2 \times Pe_2^2)$$

$$R^2_m = 1 - (0.612^2 \times 0.538^2)$$

$$R^2_m = 1 - (0.375 \times 0.290)$$

$$R^2_m = 1 - 0.10875$$

$$R^2_m = 0.891$$

Based on the calculation results, this research model was able to explain 89.1% of the variation in endogenous variables, while the remaining 10.9% was influenced by other factors outside the research model. Referring to the criteria of Hair et al. (2021), the R^2 value of 0.625 in the E-WOM variable is included in the moderate category, while the R^2 value of 0.710 in the Buy Intention variable is included in the category close to substantial (strong). Overall, the total determination coefficient value of 0.891 shows that the structural model in this study has excellent explanatory capabilities and is suitable for testing the relationship between the variables of Price Perception, Location, E-WOM, and Consumer Purchase Intent.

Q-Square

Table 6. Q-Square

	Q ²
EWOM	0,433
Purchase Intent	0,468

Based on the results of the Q-Square (Q^2) test, the e-WOM variable has a Q^2 value of 0.433 which shows that the model has great predictive ability in explaining and predicting e-WOM variations. Meanwhile, the purchase intention variable has a Q^2 value of 0.468, which also indicates that the research model has great predictive relevance and is able to predict observation data well, both in the e-WOM variable and consumer purchase intention for local perfume products HMNS in Denpasar.

Hypothesis Testing

Hypothesis testing is a stage of analysis carried out to test the correctness of the hypothesis or temporary conjecture formulated in the research, which is expressed in the form of a relationship or influence between independent variables and dependent variables. The hypothesis testing process was carried out using the bootstrapping method on SmartPLS which produced T-Statistics values and P-Value tests to find out whether each independent variable partially had an influence on the dependent variable. A relationship is declared significant if the T-Value is greater than 1.96 and the P-Value is less than 0.05. (Habibi et al., 2023)

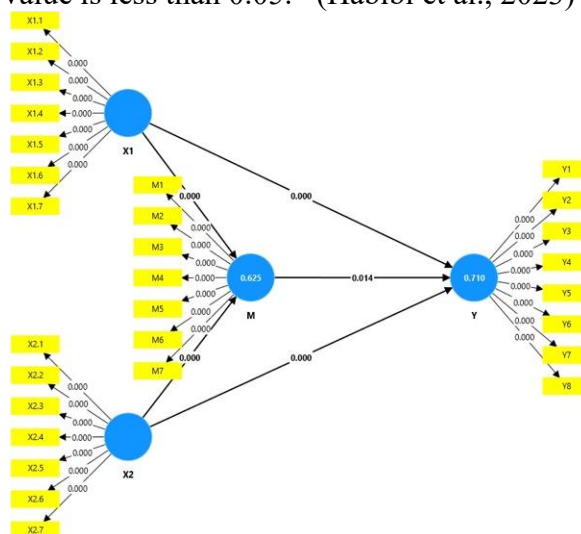


Figure 2. Bootstrapping Complement Results

Table 7. Direct Impact Test

Hypothesis	Variable Relationships	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
H1	Price → Purchase Intent	0,406	0,404	0,059	6,917	0,000
H2	Location → Intent to Buy	0,483	0,484	0,059	8,184	0,000
H3	E-WOM → Price	0,611	0,612	0,042	14,420	0,000
H4	Location of → E-WOM	0,389	0,390	0,049	7,962	0,000
H5	E-WOM → Purchase Intent	0,185	0,185	0,075	2,451	0,014

Based on the data in the table, the explanation of the direct influence of each variable is as follows:

a. The Effect of Price Perception on Buying Intent

Price perception was also proven to have a positive and significant effect on consumer buying intention, with a coefficient value of 0.406. The T-statistical value of 6.917 and the P-values of 0.000 indicate that the effect is statistically significant. This indicates that prices that are considered appropriate and commensurate with the quality of the product are able to increase consumers' desire to purchase HMNS perfumes.

b. The Influence of Location on Purchase Intent

Location also has a positive and significant influence on consumer purchase intention, with a path coefficient value of 0.483. The T-statistical value of 8.184 and the P-values of 0.000 show the significance of this influence. This indicates that the ease of access and availability of HMNS sales locations can increase consumer interest in making purchases.

c. The Effect of Price Perception on e-WOM

The test results showed that price perception had a positive and significant effect on e-WOM, with a path coefficient value (original sample) of 0.611. A T-value of 14.420 which is greater than 1.96 and a P-value of 0.000 which is smaller than 0.05 indicate that the hypothesis is accepted. These findings show that the better the consumer perception of the price of HMNS perfume products, the stronger the positive e-WOM formed.

d. The Influence of Location on e-WOM

The results of the analysis showed that location had a positive and significant effect on e-WOM, with a coefficient value of 0.389. A T-statistical value of 7.962 which exceeds the limit of 1.96 and a P-value of 0.000 indicates that the hypothesis is accepted. These findings show that a strategic and accessible location encourages consumers to leave positive reviews and recommendations online.

e. The Influence of e-WOM on Purchase Intent

The test results showed that e-WOM had a positive and significant effect on purchase intention, with a coefficient value of 0.185. A T-value of 2.451 which is greater than 1.96 and a P-value of 0.014 which is smaller than 0.05 indicates that the hypothesis is accepted. These findings show that positive reviews and recommendations received by consumers through

digital media play a role in increasing purchase intent for local perfume products of HMNS in Denpasar.

Table 8. Mediation Influence Test

Hypothesis	Variable Relationships	Original sample	Sample mean	Standard deviation	T statistics	P values
H6	Price -> EWOM -> Intent to Buy	0,113	0,114	0,048	2,336	0,020
H7	Location -> EWOM -> Intent to Buy	0,072	0,073	0,033	2,182	0,029

Based on the data in the table, the explanation of the mediating effect of each variable is as follows:

- a. The Role of e-WOM in Mediating the Influence of Price Perception on Buying Intent
The results of the indirect effect test showed that price perception had a positive and significant effect on buying intent through e-WOM, with a coefficient value (original sample) of 0.113. The T-statistical value of 2.336 which is greater than 1.96 and the P-value of 0.020 which is smaller than 0.05 indicate that the influence of mediation is statistically significant. These findings indicate that good price perception is able to increase positive e-WOM, which further strengthens consumer purchase intent for HMNS perfume products.
- b. The Role of e-WOM in Mediating the Influence of Location on Purchase Intention
Mediation effect testing also showed that location had a positive and significant effect on purchase intent through e-WOM, with a coefficient value of 0.072. A T-value of 2.182 that exceeds the limit of 1.96 and a P-value of 0.029 that is smaller than 0.05 indicates that e-WOM significantly mediates the relationship between location and purchase intent. These results show that the strategic and easily accessible location encourages the formation of positive e-WOM, which ultimately increases consumer purchase intent for local perfume products HMNS in Denpasar.

Discussion

The Effect of Price Perception on Consumer Purchase Intent in HMNS Perfume Products

Based on the results of the hypothesis test, price perception was proven to have a positive and significant effect on consumer purchase intention in HMNS perfume products. This is shown by the path coefficient value of 0.406 with a T-statistical value of 6.917 which is greater than 1.96 and a P-value of 0.000 which is smaller than 0.05. These results can be attributed to the Theory of Planned Behavior (Ajzen, 1991) which states that the more positive attitudes consumers have towards a product attribute, such as the price that is considered reasonable, will increase the intention of individuals to engage in purchasing behavior.

The results of this study are in line with Damanik's findings which stated that price perception has a positive and significant effect on consumer purchase intention. Damanik explained that prices that are perceived to be reasonable and in accordance with product quality are able to increase the value felt by consumers, thereby encouraging the emergence of the desire to make purchases. The findings support the results of this study, which shows that good price perception of HMNS perfume products also plays a role in increasing consumer purchase intention in Denpasar.

Thus, it can be concluded that price perception has a significant role in shaping consumer purchase intent for HMNS perfume products. Prices that are considered competitive and in

accordance with product quality are able to increase consumer interest in making purchases. Therefore, companies need to maintain the right pricing strategy to stay in line with consumer expectations and be able to increase purchase intent amid increasingly fierce local perfume market competition.

The Effect of Location on Consumer Purchase Intent in HMNS Perfume Products

Based on the results of the hypothesis test, the location was proven to have a positive and significant effect on consumer purchase intentions in HMNS perfume products. This is shown by the path coefficient value of 0.483 with a T-statistical value of 8.184 which is greater than 1.96 and a P-value of 0.000 which is smaller than 0.05. These results show that the hypothesis that the influence of location on consumer purchase intention is acceptable, so that the more strategic and accessible the HMNS sales location, the higher the consumer's intention to make a purchase. This finding is also in line with the Theory of Planned Behavior (Ajzen, 1991) where the ease of access and comfort felt by consumers can form a positive attitude towards purchasing behavior so as to increase purchase intention.

Location is one of the important elements in the marketing mix (place) that influences consumer behavior. According to Kotler and Keller (2019), a location that is strategic, easy to reach, and supported by good accessibility will increase consumer comfort and simplify the purchase process. Ease of location access can also reduce the cost and time that consumers have to spend, thereby increasing the tendency to make purchases.

The results of this study are in line with Eben's findings which stated that location has a positive and significant effect on consumer purchase intention. Eben explained that a sales location that is strategic, easy to reach, and has good accessibility can increase consumer comfort and simplify the purchase process. These findings support the results of this study, which shows that the convenience of HMNS perfume product sales locations also plays a role in increasing consumer buying intention in Denpasar.

Based on the results and supporting theories, it can be concluded that location has an important role in shaping consumer purchase intentions for HMNS perfume products. An easily accessible location, both physically and through extensive distribution channels, is able to increase consumer interest in buying products. Therefore, companies need to consider the right location and distribution strategy to increase consumer purchase intent and strengthen the competitiveness of HMNS perfume products in the local market.

The Effect of Price on E-WOM on HMNS Perfume Products

Based on the results of the hypothesis test, price perception is proven to have a positive and significant effect on e-WOM in HMNS perfume products. This is shown by the path coefficient value of 0.611 with a T-statistical value of 14.420 which is greater than 1.96 and a P-value of 0.000 which is smaller than 0.05. These results show that the hypothesis that there is an influence of price perception on e-WOM is acceptable, so that the better the consumer perception of the price of HMNS products, the greater the tendency of consumers to provide positive reviews and recommendations online.

Price is one of the important factors in shaping consumer satisfaction and experience, which further drives word-of-mouth communication behavior, including electronic word of mouth (Firmansyah & Fietroh, 2025). Prices that are perceived to be fair and commensurate with the quality of the product will increase the value that consumers feel, thus encouraging them to share positive experiences through social media, review platforms, and other digital channels.

(Azam et al., 2025)

The results of this study can also be explained through the Theory of Planned Behavior proposed by Icek Ajzen (1991). In this theory, it is explained that an individual's attitude towards a behavior is influenced by the evaluation of the attributes possessed by a product. When consumers have a positive perception of the price of a product, such as a price that is considered reasonable, affordable, and in accordance with the quality received, then consumers will form a positive attitude towards the product. This positive attitude can encourage consumers to share experiences or information with others through digital media.

In line with Wahyoedi's findings which stated that price perception has a positive and significant effect on electronic word of mouth (e-WOM). Wahyoedi explained that prices that are perceived to be fair and in accordance with product quality are able to create a positive experience for consumers, thus encouraging them to share reviews, recommendations, and opinions online. These findings strengthen the results of this study, which shows that a good price perception of HMNS perfume products plays a role in forming a positive e-WOM among consumers.

Based on the results of the test and the support of relevant theories, it can be concluded that price perception has an important role in forming a positive e-WOM for HMNS perfume products. Competitive prices and in accordance with product quality not only increase consumer satisfaction, but also encourage consumers to disseminate positive information and recommendations to other potential consumers. Therefore, companies need to establish the right pricing strategy in order to strengthen the product image through a positive e-WOM in the digital realm.

The Effect of Location on E-WOM on HMNS Perfume Products

Based on the results of the hypothesis test, the location was proven to have a positive and significant effect on e-WOM in HMNS perfume products. This is shown by the path coefficient value of 0.389 with a T-statistical value of 7.962 which is greater than 1.96 and a P-value of 0.000 which is smaller than 0.05. These results show that the hypothesis that the influence of location on e-WOM is acceptable, so that the more strategic and accessible the HMNS sales location, the greater the tendency of consumers to provide positive reviews and recommendations online.

Location is one of the important elements in the marketing mix (place) that plays a role in shaping the consumer experience. A location that is easy to reach, has good accessibility, and is supported by convenience will increase consumer satisfaction in the purchase process. These positive experiences encourage consumers to share their impressions and experiences with others through digital media, thus forming (Fisabilillah et al., 2025) (Syahputra et al., 2025) a positive electronic word of mouth.

The results of this study can also be explained through the Theory of Planned Behavior (TPB), which explains that individual behavior is influenced by behavioral intentions which are formed from three main components, namely attitude toward behavior, subjective norms, and perceived behavioral control (perception of behavioral control), where in the context of this study, the ease of access to the location and the convenience of the place to buy HMNS perfume can form a positive attitude of consumers towards the shopping experience. Consumers who have a pleasant experience tend to have a positive evaluation of the product and the purchase process made. In addition, when consumers see or know that other consumers also provide reviews or recommendations online, it forms a subjective norm that encourages individuals to do the same

behavior, namely sharing their experiences through digital media. Meanwhile, perceived behavioral control in this context is related to the perception of the ease of consumers in accessing sales locations and in submitting reviews through digital platforms. When consumers feel that they have convenience in both aspects, the tendency to do e-WOM becomes even greater. Thus, a strategic location not only influences the purchase experience directly, but also encourages consumers to spread the positive experience through e-WOM.

Based on the results of the tests and the support of relevant theories, it can be concluded that the location has an important role in forming e-WOM for HMNS perfume products. A strategic location not only makes it easier for consumers to acquire products, but also creates a positive shopping experience that encourages consumers to disseminate information and recommendations online. Therefore, companies need to pay attention to location selection and management strategies to strengthen positive e-WOM and increase product attractiveness in the market.

The Effect of E-WOM on Consumer Purchase Intent on HMNS Perfume Products

Based on the results of the hypothesis test, electronic word of mouth (e-WOM) has been proven to have a positive and significant effect on consumer purchase intent on HMNS perfume products. This is shown by the path coefficient value of 0.185 with a T-statistical value of 2.451 which is greater than 1.96 and a P-value of 0.014 which is smaller than 0.05. These results show that the hypothesis that the influence of e-WOM on consumer purchase intention is acceptable, E-WOM has an important role in influencing purchase intention because the information submitted by other consumers is considered more credible than information from the company. Consumers tend to trust other users' experiences conveyed through digital media so that they can influence perceptions and purchase decisions. So that the more positive reviews and recommendations that consumers receive through digital media, the higher the consumer's intention to make a purchase.

According to the concept of Theory of Planned Behavior (Ajzen, 1991), a person's intention to perform a behavior is influenced by attitudes, subjective norms, and perceptions of behavior control, in the context of e-WOM, reviews and recommendations from other consumers can form subjective norms, namely the social pressure felt by individuals to follow behaviors that are considered common or recommended by others. When consumers see a lot of positive reviews about HMNS perfume on social media or digital platforms, it can form the perception that the product is worth buying, increasing purchase intent.

Based on the results of the tests and the support of relevant theories, it can be concluded that e-WOM has an important role in shaping consumer purchase intent for HMNS perfume products. Positive reviews and recommendations circulating in digital media are able to increase consumer trust and interest in products. Therefore, companies need to manage and encourage the formation of positive e-WOM through improving the quality of products and services, so that they can increase consumer purchase intent in the midst of increasingly competitive local perfume market competition.

E-WOM in Mediating the Influence of Price Perception on Consumer Purchase Intention of HMNS Perfume Products

Based on the results of the mediation hypothesis test, electronic word of mouth (e-WOM) has been proven to mediate positively and significantly the influence of price perception on consumer purchase intention in HMNS perfume products. This is shown by the value of the indirect

influence coefficient of 0.113 with a T-statistical value of 2.336 which is greater than 1.96 and a P-value of 0.020 which is smaller than 0.05. These results show that the mediation hypothesis is acceptable, so that price perception not only has a direct effect on purchase intention, but also indirectly through e-WOM.

The perception of prices that are considered fair and in accordance with the quality of the product will create a positive experience and satisfaction for consumers. These positive experiences encourage consumers to share opinions, reviews, and recommendations through digital media, which forms a (Azam et al., 2025) positive e-WOM. Furthermore, the e-WOM plays a role in influencing potential consumers by increasing trust and reducing the risk of perception, thereby strengthening purchase intent.

The Theory of Planned Behavior (TPB) put forward by Ajzen (1991) explains that individual behavior is directly influenced by intention, which is formed from various determining factors. Within the framework of SDGs, behavioral intentions can be modified through predictors that shape a person's intentions, such as attitudes, subjective norms, and perceptions of behavior control (Nuryanti et al., 2023). In the context of this study, the perception of prices that are considered to be in accordance with the quality of HMNS perfume products can shape consumers' positive attitudes towards the product. Consumers who judge that the price of the product is proportional to the benefits and quality obtained will have a good evaluation of the product. This positive attitude can encourage consumers to share their experiences and assessments through digital media in the form of reviews or recommendations.

Reviews and recommendations submitted by consumers through e-WOM then act as subjective norms for other potential consumers. Subjective norms describe the existence of social influences from others that are considered important in shaping individual decisions. When potential consumers see a lot of positive reviews about HMNS perfumes, they will be more likely to trust the information and feel compelled to have the intention of buying the same product.

In addition, the information available through e-WOM can also increase perceived behavioral control, namely consumer perception of the ease of making purchase decisions. The existence of reviews from other consumers can help potential consumers understand the quality of the product, so that they feel more confident and confident in making purchases. Thus, a good price perception can trigger the formation of a positive e-WOM, which ultimately increases consumer purchase intention for HMNS perfume products.

Based on the results of the test and the support of relevant theories, it can be concluded that e-WOM has a strategic role as a mediating variable in the relationship between price perception and consumer purchase intention for HMNS perfume products. Good price perception is able to strengthen positive e-WOM, which ultimately increases consumer buying intention. Therefore, companies need to set the right price strategy that is commensurate with product quality in order to encourage the formation of positive e-WOM and increase purchase intent in the local perfume market.

E-WOM in Mediating the Influence of Location on Consumer Purchase Intention of HMNS Perfume Products

Based on the results of the mediation hypothesis test, electronic word of mouth (e-WOM) was proven to positively and significantly mediate the influence of location on consumer purchase intention in HMNS perfume products. This is shown by the value of the indirect influence coefficient of 0.072 with a T-statistical value of 2.182 which is greater than 1.96 and a P-value of 0.029 which is smaller than 0.05. These results show that the mediation hypothesis is

acceptable, so that location not only has a direct effect on purchase intention, but also affects indirectly through e-WOM. This is also in line with the Theory of Planned Behavior which explains that positive experiences and social influences can strengthen an individual's intention to perform a behavior.

A strategic and easily accessible location is able to create a positive shopping experience for consumers. This experience encourages consumers to share their impressions, opinions, and recommendations through digital media, thus forming (Syahputra et al., 2025) a positive e-WOM. The e-WOM that is formed then plays a role in influencing the perception and trust of potential consumers, which in turn increases purchase intent for products.

Based on the results of the test and the support of relevant theories, it can be concluded that e-WOM has an important role as a mediating variable in the relationship between location and consumer purchase intention for HMNS perfume products. A strategic location is able to strengthen positive e-WOM, which further increases consumer buying intention. Therefore, companies need to pay attention to location selection and management strategies and encourage a positive consumer experience in order to maximize e-WOM and increase purchase intent in the local perfume market.

CONCLUSION

Based on the research results, it can be concluded that price and location perceptions have a positive and significant influence on consumer purchase intention for HMNS perfume products in Denpasar. Prices perceived as appropriate for product quality, along with a strategic and convenient location, can increase purchase intention. Furthermore, price and location perceptions also have a positive influence on electronic word of mouth (e-WOM), where consumer experiences and assessments drive positive reviews and recommendations on digital media. Furthermore, e-WOM has been shown to have a significant influence on purchase intention, as information from other consumers increases trust and influences perceptions of the product. E-WOM also acts as a mediating variable, strengthening the influence of price and location perceptions on purchase intention through the online dissemination of positive consumer experiences. Overall, this study demonstrates that price, location, and e-WOM perceptions play a significant role in shaping consumer purchase intention. These findings align with the Theory of Planned Behavior, which explains that attitudes, social norms, and individual perceptions contribute to determining consumer behavioral intentions.

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