

THE INFLUENCE OF WORD OF MOUTH, PRODUCT QUALITY AND SALES PROMOTION ON THE PURCHASE DECISION OF BRAND SHAMPOO PRODUCTS HEAD & SHOULDERS BY THE COMMUNITY IN JEUMPA DISTRICT REGENCY BUREAUCRACY

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Abstract

This study aims to review the impact of word-of-mouth communication, product quality, and sales promotion activities on the decision to buy Head & Shoulders brand shampoo by people in the Jeumpa area, Bireuen Regency. The research approach utilizes multiple linear regression analysis, including hypothesis testing using SPSS software. The respondent selection technique used the *convenience sampling* method, with 100 participants who had purchased Head & Shoulders shampoo at least once or twice. The type of information used is in the form of quantitative data, which is information in the form of numbers that measure one or more variables in the population or sample being studied, either through numerical values or statistical calculations. The source of information used is primary data obtained directly from participants or study locations. The findings showed that separate word-of-mouth communication had a positive or significant influence on purchasing decisions, product quality separately also had a positive or significant impact on purchasing decisions, while sales promotions separately had no or insignificant influence on the purchase decision of Head & Shoulders branded shampoos, while the rest were influenced by other variables.

Keywords: *Word of mouth, Product Quality, Sales Promotion, Purchase Decision*

INTRODUCTION

Technological advancements, especially in long-distance communication systems, are developing very rapidly and are now an important need, not only to exchange information but also to express one's identity (Pranata & Saputri, 2014). This development encourages the industry to answer various problems of modern society. The current of globalization has also brought a major transformation in the pattern of interaction, work, and social values that continue to adapt to the dynamics of the times. Marketing is a series of business activities that involve planning, pricing, promotion, and distribution of products, services, and ideas to the target market to achieve organizational goals. Along with the development of the times and technological advancements, the field of marketing has undergone a rapid transformation which is characterized by an increasing level of competition. This condition requires companies to constantly create innovative marketing strategies in order to be able to maintain their position in the market while expanding the desired market share (Nurul et al., 2023). Competition in the business industry, including hair care products like shampoos, is getting tougher over time. In Indonesia, the dynamics of the shampoo market are very competitive, characterized by massive promotions in various media. There are a number of brands that have been widely known, such as Rejoice (PT Procter & Gamble Indonesia), Clear, Dove, Sunsilk, Lifebuoy (PT Unilever Indonesia), and Zinc (PT Lions Wings), as well as various other brands that have enlivened the market (Rahmawati, 2020). Each shampoo brand has its own market segment that is supported by consumer loyalty to the quality of products that suit their needs. This loyalty makes consumers reluctant to move to other brands. To retain and attract new consumers, companies utilize advertising as an effective means of marketing communication. Advertising plays an important role in conveying product information and building attraction and persuasion to

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potential buyers. From the consumer side, advertising is a source of information about the benefits, prices, and advantages of products (Roehan, 2018). Head & Shoulders is a shampoo brand owned by Procter & Gamble that is widely known as an anti-dandruff product with Zinc Pyrithione (ZPT) content. Since it was first launched in 1961, the product has remained consistent in offering effective solutions to dandruff problems. In Indonesia, Head & Shoulders has gained high popularity and continues to innovate in its marketing strategy. With the development of digital media, the brand leverages platforms like YouTube to reach consumers through creative and entertaining ads, including campaigns featuring artist Joe Taslim (Heda, 2017). Not only Head & Shoulders, but various leading shampoo brands such as Pantene and Clear are also actively using YouTube as a promotional medium. The Head & Shoulders ad managed to attract widespread attention with 18 million impressions. According to a survey by Kurious and the Katadata Insight Center (KIC), Pantene is the most used shampoo brand by Indonesian consumers, with 47.5% of respondents stating that they use this brand more often than other brands. Although Pantene dominates in terms of usage, Head & Shoulders and Sunsilk are more popular as favorite brands. The main factors in brand selection by consumers are product availability (70%), quality (64.5%), and affordable price (62.8%) (databoks, 2023).

The globalization of trade requires businesses to improve product quality and competitiveness to remain relevant to consumer needs. In a situation of intense competition, companies must devise effective strategies to maintain market position and drive increased sales. According to Schiffman and Kanuk (in Indrasari, 2019), the purchase decision is a process of choosing among several alternatives, and only happens if consumers have freedom of choice. Consumer preferences are an important basis in product development strategies to suit market needs. As explained by Horold and Cyril O'Donnell (in Feriyanto, 2015), the decision-making process is part of strategic planning. Before buying, consumers need to consider various factors such as brand, seller, amount, time, and payment method. Consumers' purchasing decisions are influenced by various factors such as word of mouth, product quality, and promotion. This process reflects the attitude and intention of individuals in choosing and using a product or service (Fetrisen, 2019). The word of mouth strategy is both a challenge and an opportunity for Head & Shoulders. Support from influencers or influential public figures can strengthen a brand's image. The dissemination of information directly or through electronic media is very effective in increasing consumer trust. On the other hand, the spread of negative information through social media can also have a negative impact on product image. Complaints from consumers such as side effects can reduce trust, so companies need to respond quickly and maintain good communication. Research shows that word of mouth has a direct effect on purchasing decisions (Juniantoko & Supriono, 2017).

Product quality is also a major factor in Head & Shoulders' purchase decisions. Consumers appreciate the product's effectiveness in treating dandruff and maintaining healthy hair. However, quality inconsistency can lower trust and cause consumers to switch to other brands. According to Anggraini et al. (2019), product quality includes various aspects such as durability, accuracy, ease of use and maintenance. In a competitive market, product quality is the main determinant of the company's progress and influences consumer decisions (Fetrisen & Aziz, 2019; Octavenia & Ardani, 2018). The results of interviews with residents in Bireuen revealed that the main reason they chose Head & Shoulders was that the product was easy to find in nearby stores and did not cause negative effects when used, so it was considered safe and suitable for families (personal interview, September 12, 2024). One of the interview respondents mentioned that the fragrant and fresh scent of Head & Shoulders was the main reason for choosing the product, in line with the theory of purchase decisions which includes rational, emotional, and behavioral factors (Swastha, 1998). The influence of word of mouth and promotion is the dominant factor in shaping consumer opinions and decisions (Suryani & Rosalina, 2019).

In addition, sales promotion plays an important role in driving buying interest. Promotion is designed as a short-term incentive through various media, both digital and conventional (Priansa, 2018; Lupiyoadi et al., 2021). In the case of Head & Shoulders, promotional strategies involving digital media, creative advertising, and celebrities like Joe Taslim have been shown to increase brand awareness and consumer interest (Heda, 2017). According to Priansa, (2018) The right promotion strategy can increase product demand and strengthen consumer loyalty. However, excessive or unrealistic promotions can lead to unmet expectations, lead to disappointment, and lower consumer confidence. A study by Chasanah et al. (2021) shows that promotions have a positive and significant effect on repurchase decisions. Based on the description above, the researcher is interested in conducting a research entitled "The Influence of Word of Mouth, Product Quality and Sales Promotion on the Decision to Purchase Head & Shoulders Brand Shampoo Products by the Community in Jeumpa District, Bireuen Regency".

LITERATURE REVIEW

The Influence of Word of Mouth With Purchase Decisions

Word of mouth is a natural process when satisfied consumers spread positive information about the product to others, thus encouraging potential consumers to try and buy the product (Kotler & Armstrong, 2019). According to Sumardi et al. (2019), there are three main aspects in measuring Word of mouth: Organic, which focuses on customer satisfaction and loyalty, Amplified, which includes strategies for creating conversations through communities, influencers, and promotional media, Marketing, which emphasizes the importance of creating interesting topics and engaging customers in discussions relevant to the product. Word of mouth has a significant influence on purchasing decisions (Anggita Prinanda, 2024). However, these findings differ from research conducted by Amalia Cahyani et al., (2024), which stated that Word of mouth did not show a significant influence on the purchase decision of OMG Matte Kiss Lip Cream products.

H1 : Word of mouth has a significant effect on the decision to purchase Head & Shoulders brand shampoo products by people in Jeumpa District, Bireuen Regency.

The Influence of Product Quality on Purchasing Decisions

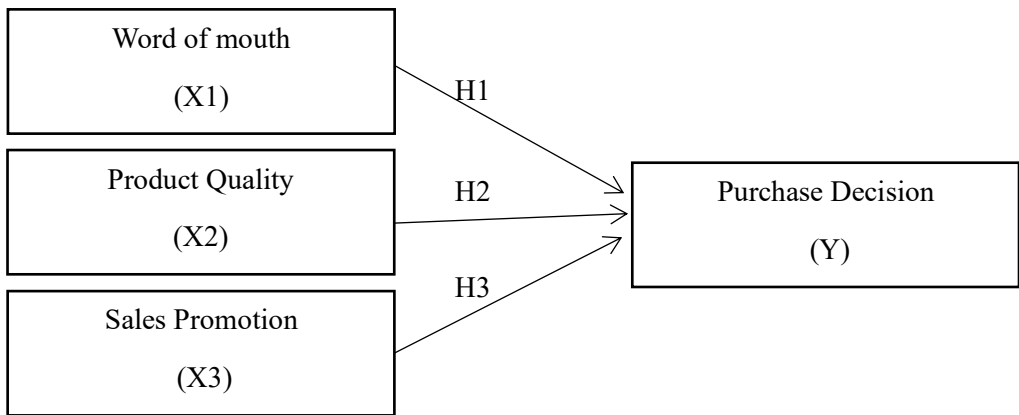
Product quality is an important factor in business continuity because it has a direct effect on consumer satisfaction. Companies need to maintain high quality in order to meet customer expectations. Research by Ibrahim and Thawil (2019) shows that there is a significant relationship between product quality and consumer satisfaction. The higher the quality of the product, the greater the satisfaction felt, while low quality can cause disappointment (Saidani & Arifin, 2021). Product quality has a significant influence on the purchase decision of Dettol brand soap (Eki Indrajaya et al., 2023). In addition, product quality has a significant effect on influencing the purchase decision of Shinzui brand bath soap (Anggita Prinanda, 2024).

H2 : Product quality has a significant effect on the decision to purchase Head & Shoulders brand shampoo products by people in Jeumpa District, Bireuen Regency.

The Effect of Sales Promotion on Purchase Decisions

Sales promotion is a special form of incentive aimed at encouraging customers, resellers, and distributors to use products, with the aim of increasing demand and availability in the market (Peter & Donelly, 2020). According to Kotler and Keller (2020), sales promotion consists of several important indicators, namely the promotional message, the media used, the duration of implementation, and the frequency of promotions. Sales promotion does not have a significant effect on purchasing decisions (Anggita Prinanda, 2024). In addition, similar results were also obtained from the research of Muhamad Aliyudin Alfarizi (2024), which stated that promotions do not play a significant role in influencing the purchase decision of Nyrtea soap products.

H3 : sales promotion does not have a significant effect on the purchase decision of Head & Shoulders brand shampoo products by the community in Jeumpa District, Bireuen Regency.



Picture 1 Conceptual Framework

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METHOD

In this study, the researcher used a type of quantitative data, namely by providing a questionnaire for respondents or the people of Jeumpa District, Bireuen Regency who used Head & Shoulders brand shampoo products. The questionnaire was developed based on the results of previous research by measuring the word of mouth of Anggita Prinanda (2024), the product quality of Eki Indrajaya et al., (2023), and the sales promotion of Muhammad Aliyudin alfarizi (2024). The sampling method used in this study is the *convenience sampling* method, which is a sample collection technique with ease of access, anyone who is willing and meets the criteria can become a respondent. In this study, the sample taken amounted to 100 respondents. So the sample taken as a whole is the people of Jeumpa District who use Head & Shoulders brand shampoo products with a purchase frequency of 1 - 2 times in the period 2023 - 2024.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study were residents of Jeumpa District, Bireuen Regency, who had purchased Head & Shoulders shampoo from 100 people. The characteristics of the respondents used included occupation, income, education level, frequency of purchase of Head & Shoulders shampoo, and duration of use of Head & Shoulders shampoo. The characteristics of the respondents in this study can be seen in Table 1 below:

Table 1 Characteristics of Respondents		
Variable	Quantity (N = 100)	Percentage (%)
Gender:		
Man	19	19%
Woman	81	81%
Work:		
Student	17	17%
PNS	26	26%
Entrepreneur/Trader	39	39%
Private Employees	13	13%
Miscellaneous	5	5%
Income:		
< 1 Million	29	29%
1 million – 3 million	43	43%
3 million – 6 million	20	20%
> 6 million	8	8%
Education:		
SMK/SM	61	61%
D3/Bachelor	39	39%
Purchase Frequency:		
1 Time	33	33%
2 – 5 Times	31	31%
More than 5 times	36	36%
Length of Use:		
< 1 year	21	21%
1 year – 3 years	19	19%
3 years – 6 years	46	46%
> 6 years old	14	14%

Source: Research Results (2025)

The results of the study shown in Table 1 show that most of the respondents are female at 81%, while men are only 19%. The majority of respondents work as private employees (39%) and have an income between 1-3 million rupiah per month at 43%. Based on the latest education, as many as 61% of respondents are graduates of vocational schools/high schools and the remaining 39% have D3/Bachelor education. The highest frequency of purchase was

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more than 5 times (36%), indicating that respondents were familiar with Head & Shuolders brand shampoo products. The most usage time is in the range of 3 – 6 years (46%), indicating loyalty to Head & Shoulders products.

Test Data Instruments

Furthermore, once the data is collected, the data is examined using validity and reliability tests. As presented in Table 2, all data can be declared valid and reliable, because the *r*-calculated value is greater than the *r*-table value. The *Cronbach alpha* coefficient, which is ≥ 0.6 (Ghozali, 2018), was used for the data reliability analysis, and all *Cronbach alpha* limit values were found to be more than 0.6. Thus, it is concluded that all the instrument items used in this study are reliable.

Table 2 Data Validity and Reliability Test Results

Variables and Questionnaire Items	Calculation	rtable	Cronbach coefficient alpha (≥ 0.6)
Word of mouth:			
1. Discuss	0,943	0.196	0,916
2. Promote	0,826		
3. Recommend	0,947		
4. Selling the brand to other customers	0,944		
Product Quality:			
1. Quality of raw materials	0,689	0.196	0,799
2. Hygiene of products sold	0,733		
3. Pulling or squeezing the product packaging	0,848		
Sales Promotion:			
1. Frequency of promotions	0,911	0.196	0,811
2. Quality of promotions	0,910		
3. Promotional quantity	0,781		
4. Promotion time	0,693		
5. Accuracy or suitability of promotional targets	0,639		
Purchase Decision:			
1. Need recognition	0,935	0.196	0,953
2. Information search	0,926		
3. Evaluation	0,961		
4. Buying decision	0,958		
5. Post-Purchase Behavior	0,636		

Source: Research Results (2025)

The next stage is to conduct classical assumption testing which consists of a series of data normality test processes, heteroscedasticity test and multicollinearity test. The results of the classical assumption testing in this study are presented in Table 3 and Figure 2 below

Table 3 Test Results *One Sample Kolmogorov Smirnov Test*
Unstandardized

N		100
NormalParametersa,b	Mean	.000000
		0
	Std. Deviation	1.30742888
MostExtremeDifferences	Absolute	.068
	Positive	.067
	Negative	
		-.068
Test Statistic		.068

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Asymp.Sig. (2-tailed) a. TestdistributionisNormal. b. Calculatedfromdata. c. LillieforsSignificanceCorrection. d. This is a lower bound of the truesignificance.	.200 ^{c,d}
Residual	

Source : Primary Data, processed by Researcher, 2025

Table 3 shows the results of the One Sample Kolmogorov Smirnov Test for non-standardized residuals, with a sample count of 100. The data has a mean value of 0.0000000 and a standard deviation of 1.30742888. The Test Statistic value was recorded at 0.068, while the Asymp. Sig. (2-tailed) value reached 0.200 which is greater than the probability limit of 0.05. Thus, it can be concluded that the data analyzed in this study meets the assumption of normality.

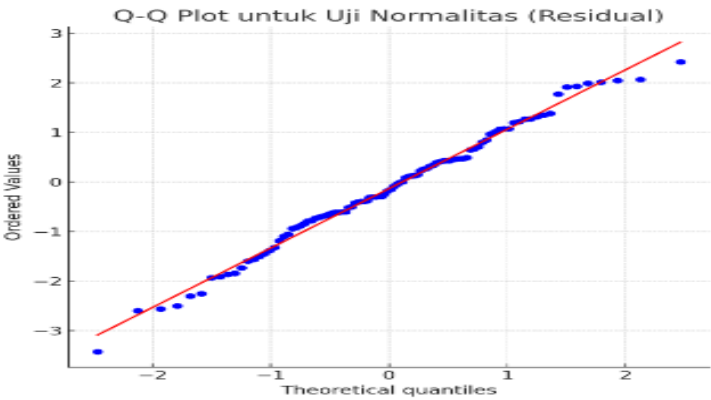


Figure 2 P-Plot Normality Test
Source: Research Results (2025)

Figure 2 shows that the dots are scattered and close to the diagonal line, which indicates that the regression model has a normal distribution. This means that the assumption of normality is met, so that the regression model can be relied upon for further analysis. Furthermore, to assess whether there is no inequality of variance from one observation to another (Ghozali, 2018), a heteroscedasticity test was used, which in this study used a scatterplot test with the help of SPSS. To see the results of data processing from the heteroscedasticity test in this study, it can be seen in the following figure:

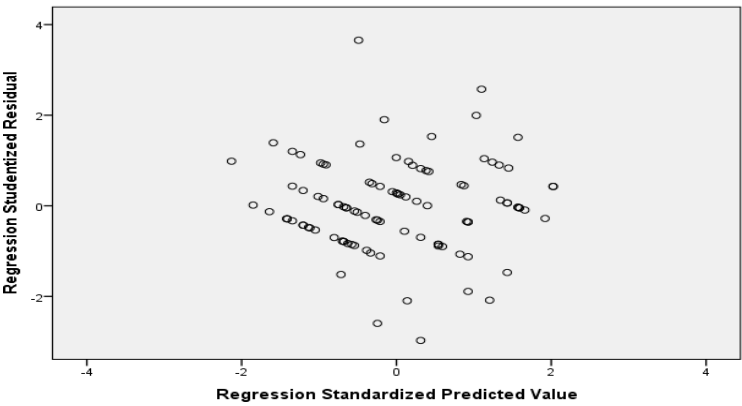


Figure 3 Heteroscedasticity Test
Source: Research Results (2025)

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Based on the image above, it can be seen that the dots are scattered in several directions, rising above the number 0 or on the Y axis and do not form a specific pattern. So it can be concluded that there is no heteroscedasticity in the regression model, so it is feasible to use it to predict purchasing decisions with the variables Word of mouth, Product Quality and Sales Promotion. Furthermore, to see the results of data processing for the data multicollinearity test in this study, it can be seen from the following table:

Table 4 Multicollinearity Test Results

Variable	B	Std. Error	Beta	T	Sig.	Tolerance	VIVID
(Constant)	5.291	1.285		4.118	0.000		
Word of mouth	0.297	0.093	0.324	3.200	0.002	0.679	1.472
Product Quality	0.203	0.072	0.284	2.816	0.006	0.681	1.467
Sales Promotion	0.062	0.088	0.066	0.707	0.481	0.788	1.270

Source : Primary Data, processed by Researcher, 2025

The table above explains that all independent variables have a Tolerance value of > 0.1 . And the VIF value < 10 . These values show that there is no problem of data multicollinearity in this research model.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was carried out to measure the magnitude of the influence of dependent variables, namely Purchase Decision (Y) on several independent variables which include Word of mouth (X₁), Product Quality (X₂), and Sales Promotion (X₃). Data processing was carried out using IBM SPSS Statistics software on data obtained from 100 respondents. The results of the multiple linear regression test can be seen in the following table:

Table 5 Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	T	Sig.
1	(Constant)	5,291	1,285		4,118	.000
	Word Of Mouth	0,297	0,093	0,324	3,200	0,002
	Product Quality	0,203	0,072	0,284	2,816	0,006
	Sales Promotion	0,062	0,088	0,066	0,707	0,481

Source : Primary Data, processed by Researcher, 2025

The results of the multiple regression statistical analysis in the table above explain that the constant k coefficient of 5.291 shows that if word of mouth, product quality, and sales promotion have no effect or value zero, then the purchase decision is at 5.291 points. The word of mouth regression coefficient was 0.297, product quality was 0.203, and sales promotion was 0.062, each showing a positive influence on purchasing decisions. That is, every one-point increase in each variable, assuming the other variables are fixed, will increase the purchase decision by the value of the respective coefficient.

Partial Test Results (t-test)

The t-statistical test is used to measure the influence of each independent variable individually on the dependent variable. With a significance level of 5% ($\alpha = 0.05$), a variable is considered to have a significant effect if the p-value < 0.05 , which means that an alternative hypothesis is accepted (Ghozali, 2016). The results of the t-test can be seen in the following table:

Table 6 Partial Test Results (t-test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	5,291	1,285		4,118	.000
	Word of mouth	0,297	0,093	0,324	3,200	0,002
	Product Quality	0,203	0,072	0,284	2,816	0,006
	Sales Promotion	0,062	0,088	0,066	0,707	0,481

a. Dependent Variable: Purchase Decision

Source : Primary Data, processed by Researcher, 2025

Based on the results of the t-test, the word of mouth variable (X₁) had a significant influence on the purchase decision of Head & Shoulders brand shampoo products, with a significance value of $0.002 < 0.05$ and a ttable > count of $3,200 > 1.985$, so that H₁ was accepted. This finding is in line with the research of Anggita Prinanda (2024) who stated that word of mouth has a significant effect on purchase decisions. The product quality variable (X₂) had a significant effect on the purchase decision of Head & Shoulders brand shampoo products, with a significance value of $0.006 < 0.05$ and a calculation of > table of $2.816 > 1.985$, so that H₂ was accepted. This finding is in line with the research of Amalia Cahyani Putri, M. Ridwan Basalamah, and Andi Normaladewi (2024) who also stated that product quality has a significant influence on purchasing decisions on OMG Matte Kiss Lip Cream products. The sales promotion variable (X₃) had no significant effect on the purchase decision (Y), with a significance value of $1.481 > 0.05$ and a ttable < calculation of $0.707 < 1.985$, so that H₃ was rejected. This means that the promotion carried out is not strong enough to influence consumers' decision to buy Head & Shoulders shampoo products. These findings are in line with the research of Anggita Prinanda (2024) and Muhamad Aliyudin Alfarizi (2024), which also shows that sales promotion does not have a significant impact on the purchase decision of Shinzui and Nyrtea soap products. This is suspected because the promotions offered are not attractive or less consistent.

CONCLUSION

Based on the results of research tests that have been carried out with the title The Influence of Word of Mouth, Product Quality and Sales Promotion on the Decision to Buy Head & Shoulders Brand Shampoo Products by the Community in Jeumpa District, Bireuen Regency. Therefore, the conclusion of this study is:

1. The word of mouth variable partially has a significant effect on the purchase decision of Head & Shoulders brand shampoo products by the community in Jeumpa District, Bireuen Regency.
2. Product quality variables partially have a significant effect on the decision to purchase Head & Shoulders brand shampoo products by the community in Jeumpa District, Bireuen Regency.
3. The sales promotion variable partially did not have a significant effect on the purchase decision of Head & Shoulders brand shampoo products by the community in Jeumpa District, Bireuen Regency.

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