

## The Effect of Promotions and Word-of-Mouth on Service Usage Decisions, Moderated By Service Quality on Instagram Among Aya Makeup Consumers

**Diansyah\*, Amin Alfachri Ramadhan Hurasan**

Universitas 17 Agustus 1945 Jakarta, Indonesia

Email: [diansyah@uta45jakarta.ac.id](mailto:diansyah@uta45jakarta.ac.id)\*, [aminalfachri541@gmail.com](mailto:aminalfachri541@gmail.com)

---

### **Keywords**

Promotion; Word of Mouth,  
Service Quality; Service Usage  
Decisions; Instagram

---

### **Abstract**

This research aims to analyze the influence of promotion and word of mouth on the decision to use Aya Makeup services through Instagram with service quality as a moderation variable. The study used a quantitative approach with a survey method of 105 respondents who had used Aya Makeup's services. The sampling technique used purposive sampling, while the data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of the SmartPLS 3.0 application. The results of the study show that promotion has a positive and significant effect on the decision to use services. In addition, word of mouth and service quality have also been proven to have a positive and significant effect on service usage decisions. Service quality has the greatest influence on improving service usage decisions compared to other variables. However, the quality of service is not able to moderate the relationship between promotion and the decision to use the service nor the relationship between word of mouth and the decision to use the service. A determination coefficient value ( $R^2$ ) of 0.840 indicates that promotion, word of mouth, and service quality are able to explain 84% of the variation in service usage decisions. These findings indicate that increasing the effectiveness of promotions, strengthening consumer recommendations, and providing quality services are important factors in encouraging consumer decisions to use Aya Makeup services.

---

## **INTRODUCTION**

The development of digital technology, increasing public awareness of self-care and the emergence of modern lifestyle trends have driven an increase in demand for beauty products and services in various countries. In Indonesia, the beauty sector is showing significant growth, people are increasingly aware of the importance of appearance and skin health. The beauty industry is one of the sectors that has experienced rapid growth at the global level in the last decade. In addition to beauty products, makeup services such as makeup artists (MUA) have also experienced a steady increase in demand, especially in the segment of graduation, proposal, and wedding events.

Aya Makeup is one of the service businesses in the field of makeup and beauty that developed from the initiative of individuals with a background of interests and personal

abilities in the field of makeup, with a vision to develop professional makeup services to become wedding organizers in the future. This motivation stemmed from her interest in the world of beauty and her desire to have an independent business oriented towards aesthetic services. As a first step, Aya underwent a 28-day intensive professional makeup training aimed at improving technical skills and understanding of modern makeup standards. After completing the training, the first competency certificate was obtained on June 5, 2023 as proof of professional qualifications in the field of cosmetology. In July 2023, the "Aya Makeup" business officially began to be introduced to the public through social media, especially Instagram as the main channel for promotion and communication with potential customers.

Indonesia's corporate development and economic growth are currently growing faster than ever, while technological advances and information flows are also accelerating. This is one of the main reasons why competition between entrepreneurs who produce goods and services is getting tighter. To maintain consumers in a constantly changing market, business people must continue to innovate and improvise. The company's current operations are not only focused on making money but also using active consumer-focused marketing.

In today's marketing system, online systems are not a new concept as many people have been using the internet since its inception, the general public has become more adventurous. Promotions that use product images and videos may be common today. The phenomenon of increasingly sophisticated technology in bold media is also related to the rise of influencers and artists (Simamora & Umry, 2020).

Entrepreneurs must prioritize service quality due to fierce competition. It's important to stay on top of *fashion trends*. These new styles are exciting and have the power to influence consumer choices.

Retaining consumers also relies heavily on services that reflect the consumer's personality. One of the main challenges of a business is retaining consumers. The process in which consumers consider various options and choose one or more based on certain considerations is known as a purchase decision. (Abdilla & Agus, 2021).

There are many options available, conditions faced, and fundamental considerations that then make one individual's decision-making different from another. The decision-making process begins with a need that seeks to be met. In research Sinaga & Rochdianingrum (2024) Explaining that the purchase decision is the condition of the consumer in making a product purchase.

Research Fadla et al. (2025) explains that high interactivity contributes to greater purchasing decisions, thus showing that the more active the interaction between sellers and buyers, the greater the influence on consumer decisions.

The most popular way for people to buy products is through social media because this system allows people to create personal websites that can be linked to exchange information and communicate with buyers and sellers like doing promotions through Instagram social media. With an emphasis on the photo and video platform, Instagram facilitates social connections, allows users to share images and videos, increases the number of friends or followers, and is useful for marketing efforts. One way is to use Instagram social media as a promotional medium (Veranita et al., 2021).

When consumers see promotions and decide to buy a product, consumers have the experience to influence other consumers when buying products, so business actors must be able to meet the needs and tastes of consumers. Consumers get information about a product through their close relatives such as family, friends, or other consumers.

*Word of mouth* It can be said to be a story from one consumer to another directly. Consumers actually trust information from other consumers more than the ads that are circulated that consumers evaluate based on their own criteria (Mulyati & Gesitera, 2020).

Consumers who are satisfied with the service received will definitely voluntarily share their experience with relatives or other consumers.

Service quality plays an important role in creating differentiation, positioning, and competitive strategies in every marketing activity (Yulianto et al., 2020). The quality of services provided can affect the continuity of long-term relationships with consumers. If the service received meets or exceeds the expectations of the consumer, then the quality of the service will be considered ideal (Parlin Queen & Toton, 2022).

The purpose of this study is to determine the influence of promotion and *word of mouth* on the decision to use services that are moderated by service quality on Instagram in Aya Makeup consumers. The results of this study are useful because they can provide important insights into the promotional literature and *word of mouth* on decisions to use services that are moderated by service quality on Instagram in Aya Makeup consumers.

Promotion describes the efforts of business actors to inform, communicate, and market their products and services through the internet (Wahyuningrum, 2018). According to Natasya & Setyawan (2022) Promotion is the process of building and maintaining a relationship with customers through an activity that facilitates the exchange of ideas, products and services that meet the goals of both parties. According to Full Circle (2020) Online promotion is an activity to market products and how to communicate to customers online through social media so that face-to-face meetings are not required to introduce a product.

Based on the explanation above, it can be concluded that promotion is an activity or effort to market products, build relationships with customers through activities that can make it easier for consumers to recognize the product.

According to research Senggetang et al. (2019) regarding the Influence of Promotions and Price Perception on Consumer Purchase Decisions The indicators of promotions that can be used are the frequency of promotions, quality, quantity, timing, and accuracy.

In this study, frequency indicators of promotion, quality, quantity, time, and accuracy were used. The frequency of a promotion is the number of sales promotions made in a period. Quality is a benchmark for how sales promotion should be carried out. Quantity is the value or amount of promotions given to customers. Time is the length of time a promotion is carried out by a company, and accuracy, namely accuracy or suitability with the objectives of the promotion, which is an important factor to be able to achieve the targets that a company wants to achieve.

Word-of-mouth communication plays a very important role in consumer behavior because word of mouth directly influences consumer behavior and attitudes. says that word-of-mouth communication can provide relatively reliable information. Word of mouth is an effective promotional method so that it has more value for marketers (Subhan et al., 2022).

*Word of Mouth* Or also known as word-of-mouth communication spread through business, social and community networks that are considered very influential (Ningsih & Suginam, 2024). Before consumers buy a product, consumers will first look for information (Diansyah & Nurmalasari, 2017).

According to research Tusri et al. (2025) about the Influence of Taste and Word Of Mouth on Purchasing Decisions indicators from *Word of mouth* Namely the willingness to talk about positive things to others, recommendations to others, encouragement to friends or relationships. In this study, the indicators of willingness to talk about positive things to others, recommendations to others, encouragement to friends or relationships are used.

Service quality is defined as focusing on meeting the needs and desires of consumers, as well as ensuring service delivery in accordance with consumer expectations. Quality reflects a dynamic condition that involves products, services, individuals, processes, and the environment, with the goal of meeting or even exceeding consumer expectations (Zikri & Harahap, 2022).

Service quality plays an important role in creating differentiation, positioning, and competitive strategies in every marketing activity (Yulianto et al., 2020). Service quality is defined as focusing on meeting the needs and desires of consumers, as well as ensuring service delivery in accordance with consumer expectations.

In this study, *tangible* indicators were used, *reliability*, *responsiveness*, *assurance*, and *empathy*. *Tangible* is the physical appearance given when performing services, *reliability* is the ability to carry out the promised services, *responsiveness* is the responsiveness of employees to various problems in the service, *assurance* is the guarantee of openness of service procedures such as certainty of time and service costs, and *Empathy* is an attitude of attention to the problems faced.

Purchase decisions are the activities of selling and purchasing goods or services based on consumer considerations in purchasing (Abdilla & Agus, 2021).

In research Sinaga & Rochdianingrum (2024) Explaining that the purchase decision is the condition of the consumer in making a product purchase. Research Fadla et al. (2025) explains that high interactivity contributes to greater purchasing decisions, thus showing that the more active the interaction between sellers and buyers, the greater the influence on consumer decisions.

From this understanding, it can be concluded that purchasing decisions are an individual process that affects consumer behavior and decision-making in choosing the product to be purchased. This is not only true in the context of purchasing products directly; But it also applies to online product purchases made through online social media. In addition, the level of interaction between buyers and sellers is very important in influencing the buyer's decision, the more active the interaction, the greater its influence on the buyer's decision to purchase the item offered.

The indicators of purchasing decisions in this study are rational and irrational. Rationality is to consciously decide what is best for him. Irrational is the behavior of consumers who do not think about their main needs and interests, such as being tempted by promos and product marketing.

In research Irawan & Mangruwa (2024) Regarding the Influence of Instagram Promotion and Brand Image on Starbucks Consumer Purchase Decisions with Brand Trust as an Intervening Variable on Social Media Instagram shows that promotion affects purchase decisions. Other research conducted by Ikbari & Supiandi (2024) Regarding the Influence of Price and Promotion on Purchase Decisions at the Ventela Ciputat Shoe Store in South Tangerang shows that promotion affects the purchase decision.

However, different results were found by Kespondiar et al. (2025) which states that the promotion has no effect on the decision to purchase Madani Tour services. Other research was conducted Ibrahim et al. (2025) also stated that the promotion has no significant effect on the purchase decision.

H1: Promotion affects usage decisions

In research Novandalina et al. (2023) regarding the Influence of Lifestyle, Wom (Word Of Mouth), and Brand Ambassadors on the Purchase Decision of Natasha Skincare in Semarang shows that *Word of mouth* affect the purchase decision. Other research conducted by Tusri et al. (2025) regarding the Influence of Taste and Word Of Mouth on Purchase Decisions at Dieng Prabumulih Restaurant shows that *Word of mouth* affect the purchase decision.

However, different results were found by Larasati & Chasanah (2022) which states *Word of mouth* negative and insignificant effect on the purchase decision of Luwak White Koffie in Semarang. Other research was conducted Mutmainnah & Solekah (2023) declare *Word of mouth* does not have any influence on the decision to become a customer at BMT Babussalam

Mojoagung Jombang.

H2: *Word of Mouth* affects usage decisions

In research Oktaviani & Sumaryanto (2024) regarding the Influence of Price, Product Quality and Service Quality on Purchase Decisions (Ramayana Solo Restaurant Survey) shows that service quality affects purchase decisions. Other research conducted by Dewi et al. (2025) Regarding the Influence of Service Quality and Price Perception on Purchase Decisions On Afifah Make shows that the quality of service affects the purchase decision.

However, different results were found by Cahya et al. (2021) which stated that the quality of service did not have a significant effect on the purchase decision of Roti Bakar 97. Other research was conducted Baihaky et al. (2022). also stated that the quality of service does not have a significant effect on the purchase decision.

H3: Quality of service affects usage decisions

In research Mudin & Damayanti (2023) shows that the quality of service and promotion together affect the purchase decision. Other research Angela & Suworo (2024) explained that the quality of service contributed to the purchase decision by 86.7%.

However, different results were found by Fuji et al. (2022) stating that the quality of service and promotion has no effect on the purchase decision with a low determination coefficient of 4.7%. The decision to use will have a positive impact if the promotion is supported by good service quality.

H4: Promotions Affect Usage Decisions Moderated Service Quality

In research Yahya & Yuniarto (2024) demonstrate that the quality of service and *Word of mouth* collectively affect the purchase decision. So does research Meilina & Purwanto (2023) explained that the quality of service was able to improve the decision to participate in the BPJS Ketenagakerjaan Bojonegoro program.

However, different results were found by Fadillah (2023) indicates that the quality of the service has no effect on the purchase decision. The decision to use will have a positive impact if *Word of mouth* that consumers receive is accompanied by a good service quality experience.

H5: *Word Of Mouth* Affects Service Quality Moderated Use Decisions

## METHODS

This research uses a quantitative approach. The type of quantitative research method in this study aims to test the hypothesis (Simamora & Umry, 2020). Based on the hypothesis of this research design, there are 4 variables that will be studied, namely: promotion and *Word of mouth* as an independent variable. Meanwhile, the decision to use it as a dependent variable and the service quality variable as a moderation variable.

Population is a generalized region consisting of objects or subjects that have certain quantities and characteristics that the researcher sets to study and after which conclusions are drawn (Komala & Nellyaningsih, 2017). The population of this study is all Instagram users.

In this study, *purposive sampling* that is, sampling techniques by determining certain criteria (Soendjoto et al., 2022).

The criteria for sampling in this study are respondents who have used Aya Makeup's services. The determination of the number of samples in this study uses the formula *Hair* due to the size of the population that is not yet known. Formula *Hair* states that the minimum sample size range is 5 to 10 times the number of indicators (Hidayat & Farhani, 2025). In this study, the number of indicators is 15 indicators including 5 promotion indicators, 3 indicators *Word of mouth*, 5 service quality indicators, and 2 usage decision indicators. From the sample size range of 5 to 10, the sample size chosen is 7 with consideration so that the number of samples is in accordance with the formula *Hair* as follows:

= Number of indicators x 7  
 = 15 x 7  
 = 105

Using the Hair *formula*, the minimum sample size required is 105 respondents. This method is done by using Google forms to collect questionnaire responses. The questionnaire given to the respondents is a structured questionnaire with pre-answered questions and a scale of 1 to 5 for the Likert scale for the response questions. As a data analysis tool, *PLS-SEM* is used by researchers using Smartpls 3.0.

Statistical analysis of research to analyze path data. External models, also known as the specific relationships between variables and their indicators, are sometimes referred to as external relationships or measurement models that define the characteristics of variables and their indicators. Reliability is used to measure the consistency of indicators in measuring latent variables with *Cronbach's Alpha* and *Composite Reliability* values. Convergent Validity is used to measure the extent to which indicators that are supposed to measure latent variables show a high correlation with *Average Variance Extracted* or AVE.

*Inner Model* testing of structural models is carried out by looking at the R-Square value. R2 has a very strong model criterion rule  $\geq 0.70$ , strong 0.46 to 0.70, moderate 0.26 to 0.45, weak  $\leq 0.25$ .

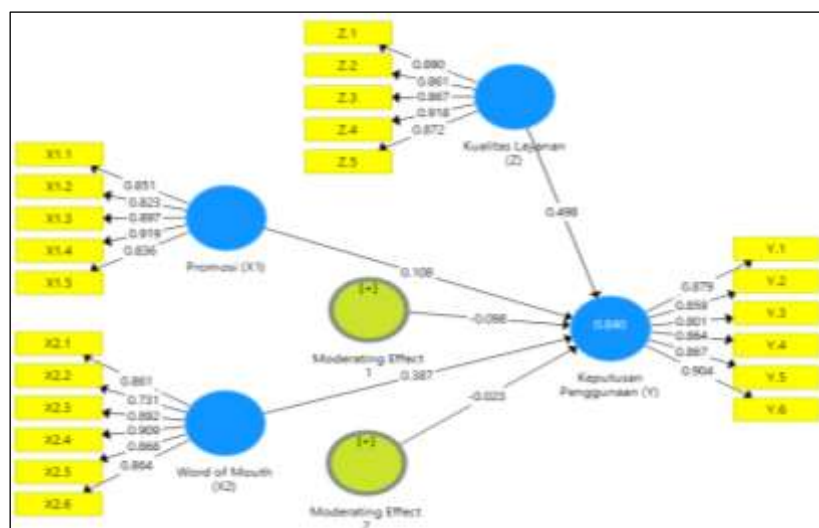
## RESULTS AND DISCUSSION

### Respondent Profile

The respondent profile consisted of 105 people who had used Aya Makeup services who were eligible to participate in this study. The results of this study explained that female respondents amounted to 103 people (97.7%) while men amounted to 2 people (2.3%). The majority of respondents were aged 21 to 25 years old, totaling 74 people (70.5%). The majority of respondents work as private employees totaling 38 people (36.4%) and the majority use Aya Makeup services for graduation purposes, which is 36 people (34.1%).

### Validity Test

The evaluation of the measurement model aims to test the relationship between the influence of promotion and *word of mouth* on the decision to use services that are moderated by service quality referring to the PLS model produced in figure 2 as follows:



**Figure 1. PLS Model**  
 Source: SmartPLS output, 2026

Based on the results of the validity test, all values of the *Loading Factor indicator on the promotion variables, word of mouth, usage decisions, and quality of service* are >0.5 or greater than 0.5 which means that all variable indicators are declared valid. The reliability test of the instrument is said to be reliable because all composite reliability > 0.7 or greater than 0.7. In the reliability test, a variable construct is said to be good if it has a *Composite Reliability* value of > 0.7, *Cronbach's Alpha* > 0.7 and *Average Variance Extracted (AVE)* > 0.5. The following are the results of the reliability test in this study:

**Table 1. Composite Reliability**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Promotions (X1)	0,919	0,937	0,750
Word of Mouth (X2)	0,926	0,942	0,732
Quality of Service (Z)	0,928	0,946	0,778
Usage Results (Y)	0,931	0,946	0,744
Moderating Effect 1	1,000	1,000	1,000
Moderating Effect 2	1,000	1,000	1,000

Source: PLS Calculation Results (2026)

The table above explains that the *composite reliability* of each variable has a > value of 0.7 which indicates that the answers to questions representing all of these variables are reliable and can be used to test the hypothesis. Similarly, each variable has a *Cronbrach's Alpha* above 0.7 and an AVE value of > 0.5.

### **Coefficient of Determination**

The R Square value in this study explains the influence of promotion, *word of mouth*, on the decision to use the moderated service quality with the following results:

**Table 2. R Square (R2)**

	<b>R Square</b>	<b>R Square Adjusted</b>
Usage Results (Y)	0,840	0,832

Source: PLS Calculation Results (2026)

According to the results of this study, an R Square value of 0.840 was obtained, meaning that 84.0% of the use decision was influenced while the rest was influenced by other variables that were not studied by this study. If the r-square value is 0.67 (strong), 0.33 (medium) and 0.19 (weak). In the table above, the result of a variable value of more than 0.67 can be seen. This indicates that the value of r square falls into the strong category.

### **Hypothesis Testing**

The results of the hypothesis test can be seen in the table as follows:

**Table 3. Hypothesis Testing**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>
Promotion (X1) -> Usage Results (Y)	0,108	0,111	0,039	2,800	0,005

Word of Mouth (X2) -> Usage Results (Y)	0,387	0,382	0,083	4,637	0,000
Quality of Service (Z) -> Usage Decision (Y)	0,498	0,507	0,093	5,342	0,000
Moderating Effect 1 - > Consumption Decision (Y)	-0,098	-0,098	0,078	1,254	0,210
Moderating Effect 2 - > Usage Decision (Y)	-0,023	-0,009	0,068	0,335	0,738

Source: PLS Calculation Results (2026)

### The Influence of Promotion on Service Use Decisions

The promotion variable (X1) to the use decision (Y) shows a path coefficient value of 0.108 with a value *T-statistic* of 2,800 and *p-value* by 0.005. Value *p-value* A value smaller than 0.05 indicates that the promotion has a positive and significant effect on the use decision. Thus, the hypothesis that the promotion has an effect on the decision to use the service is accepted. This shows that the better the promotion carried out, the more consumers decide to use Aya Makeup's services. These results are in line with research from Irawan & Mangruwa (2024) and Ikbari & Supiandi (2024) which shows that promotion has an effect on decisions.

#### Word Of Mouth Affects Service Use Decisions

Variable *Word of mouth* (X2) to the decision of use (Y) has a path coefficient value of 0.387 with a value of *T-statistic* 4,637 and *p-value* by 0.000. Thus the second hypothesis is *Word of mouth* affect the decision to use the services received. These results show that *Word of mouth* have a positive and significant effect on usage decisions. This means that positive conversations, recommendations, and encouragement delivered by other consumers have an important role in influencing decisions to use services. These results are in line with research from Novandalina et al. (2023) and Tusri et al. (2025) which shows that *Word of mouth* affect the decision.

#### Service Quality Affects Service Use Decisions

The service quality variable (Z) to the use decision (Y) has a path coefficient value of 0.498 with a value of *T-statistic* by 5,342 and *p-value* by 0.000. Thus, the third hypothesis, namely the quality of service that affects the decision to use the service, is accepted. These results indicate that the quality of service has a positive and significant effect on usage decisions. Thus, the better the quality of the service provided, the higher the consumer's decision to use Aya Makeup's services. These results are in line with research from Oktaviani & Sumaryanto (2024) and Dewi et al. (2025) which shows that the quality of service has an effect on decisions.

#### Promotion Affects Service Use Decisions Moderated by Service Quality

The promotion variable (X1) to the use decision (Y) moderated by service quality (Z) has a path coefficient value of -0.098 with a *T-statistical* value of 1.254 and a *p-value* of 0.210 which means that it is insignificant. Thus the hypothesis is rejected. The test results showed that the quality of the service did not moderate the influence of promotions on usage decisions. This condition indicates that promotions in influencing usage decisions do not depend on the high or low quality of service perceived by consumers.

#### Word of Mouth Affects Service Utilization Decisions Moderated by Service Quality

The *word of mouth* variable (X2) on the decision to use (Y) that was moderated by service quality (Z) had a path coefficient value of -0.023 with a *T-statistical* value of 0.335 and a *p-value* of 0.738 which means that it is insignificant. Thus the hypothesis is rejected. The test

results showed that the quality of the service did not moderate the influence of *word of mouth* on usage decisions. This indicates that positive talk, recommendations, and encouragement delivered by other parties still influence usage decisions without being influenced by high or low quality of service.

## CONCLUSION

Based on the results of the analysis and discussion that has been carried out, it can be concluded that promotion, word of mouth, and service quality each have a positive and significant effect on the decision to use Aya Makeup's services. The variable of service quality has the greatest influence compared to promotion and word of mouth. However, the quality of service is not able to moderate the relationship between promotion and the decision to use the service, as well as the relationship between word of mouth and the decision to use the service. The value of the determination coefficient ( $R^2$ ) of 0.840 showed that promotion, word of mouth, and quality of service together were able to explain 84% of the variation in service use decisions, the rest was explained by other variables outside this study. The advice that can be given is that Aya Makeup needs to continue to improve the quality of service and maintain effective promotion and word of mouth. For the next researcher, it is recommended to add other variables such as price and location, as well as expand the scope of respondents.

## REFERENCES

- Abdilla, M., & Agus, I. (2021). Online Purchase Decisions During the Covid 19 Pandemic at the Faculty of Economics and Buses. *Journal of Economics and Business of Dharma Andalas University Dharma Andalas*, 23(1), 123–134. <https://doi.org/10.47233/jebd.v23i1.207>
- Angelina, W., & Suworo. (2024). The Effect of Service Quality and Promotion on Purchase Decisions at Warkop Babeh Ciater BSD. *Journal of Consistency*, 1(4), 258–267.
- Baihaky, S., Yogatama, A. N., & Mustikowati, R. I. (2022). The Influence of Product Quality and Service Quality on Tokkebi Snacks Malang Purchase Decisions. *Journal of Social Sciences (JISOS)*, 1(2), 85–104. <http://bajangjournal.com/index.php/JISOS>
- Cahya, A. D., Andrian, R., Ramadhani, R. C., & Dwijayanti, E. (2021). The Influence of Service Quality, and Price on Purchase Decisions (Toast Case Study 97). *JPEK (Journal of Economic and Entrepreneurship Education)*, 5(1), 175–183. <https://doi.org/10.29408/jpek.v5i1.3444>
- Dewi, S. A. N., Suherman, E., & Khalida, L. R. (2025). The Influence of Service Quality and Price Perception on Purchase Decisions at Afifah Make Up. *Journal of Administration and Management*, 15(2), 248–266. <https://doi.org/10.52643/jam.v15i2.6138>
- Diansyah, & Nurmalasari, A. I. (2017). The Influence of Internet Marketing and Electronic Word of Mouth on Purchase Decisions with Brand Awareness as an Intervening Variable in University Students of August 17, 1945 Jakarta. *Journal of Business Studies*, 2(1), 86. <http://journal.uta45jakarta.ac.id/index.php/jbsuta/article/view/788>
- Fadillah, H. (2023). The influence of service quality, product quality, promotions and prices on purchase decisions at Yamaha Suryanata Amuntai dealers. *Innovative Journal of Business Administration*, 5(2), 1–12. <https://doi.org/10.36658/ijan.5.2.104>
- Fadla, V. M., Malik, A. J., Fatimah, K. N., & Syahnur. (2025). The Effect of Live Streaming Shopping on Skintific Product Purchase Decisions on the TikTok Shop Application in

- Makassar City. *Center of Economic Students Journal*, 8(1), 113–124. <https://doi.org/https://doi.org/10.56750/csej.v8i1.1028>
- Fuji, M. E. A., Hartono, & Irdiana, S. (2022). The Influence of Service Quality, Product Quality and Promotion on Purchase Decisions (Study on Sponge Flowers Lumajang Consumers). *Journal of Organization and Business Management*, 5(1), 54–62. <https://doi.org/10.55208/bistek.v15i2.269>
- Hidayat, M. R., & Farhani, A. (2025). The Influence of Location on Purchase Decisions at MM Food Court, Tabalong Regency. *JAPB*, 8(1), 378–390. <https://doi.org/10.35722/japb>
- Ibrahim, A. M., Ali, H., Rahmadani, M., Carrollina, A. J., & Aunila, N. S. (2025). The Influence of Promotion, Service Quality, and Product Quality on Purchase Decisions in the Journal of PT OGZ Research and Publishing. *Journal of Applied Management Sciences*, 6(3), 193–200. <https://doi.org/10.38035/jimt.v6i3.4553>
- Ikbari, S. S., & Supiandi, G. (2024). The Influence of Price and Promotion on Purchase Decisions at the Ventela Ciputat Shoe Store in South Tangerang. *Marketica: Scientific Journal of Marketing*, 1(1), 41–50.
- Irawan, R., & Mangruwa, R. D. (2024). The Influence of Instagram Promotion and Brand Image on Starbucks Consumers' Purchasing Decisions with Brand Trust as an Intervening Variable on Instagram Social Media. *Journal of Economics, Business and Accounting (COSTING)*, 7(4), 10664–10678. <https://doi.org/10.31539/costing.v7i5.11254>
- Kespondiar, T., Fajariah, F., Wakhidah, E. N., Herawati, H., & Jodi, I. W. G. A. S. (2025). The Influence Of Promotion And Shariah Governance On Service Purchasing Decisions. *Management Studies and Entrepreneurship Journal*, 6(1), 190–203. <http://journal.yrpiiku.com/index.php/msej>
- Komala, R. D., & Nellyaningsih. (2017). Review of the Implementation of Personal Selling at Pt. Astra Internasional Daihatsu Astra Biz Center Bandung in 2017. *Journal of the Faculty of Applied Sciences, Telkom University*, 3(2), 330–337.
- Larasati, N. R., & Chasanah, A. N. (2022). The Influence of Quality Perception, Word of Mouth, and Advertising on the Purchase Decision of Ciwak White Koffie. *Journal of Management and Business Dynamics*, 1(1), 51–60.
- Meilina, N. W., & Purwanto, S. (2023). The Effect of Service Quality and Word of Mouth on the Decision to Participate in the BPJS Ketenagakerjaan Program in Bojonegoro. *Management Studies and Entrepreneurship Journal*, 4(5), 6769–6777. <http://journal.yrpiiku.com/index.php/msej>
- Mudin, A. A., & Damayanti, S. (2023). The Effect of Service Quality and Promotion on Purchase Decisions at Cahaya Baru Pagu Gold Shop. *Management and Business Symposium II*, 2(3), 286–299. <https://doi.org/10.54066/jurma.v1i3.892>
- Mulyati, Y., & Gesitera, G. (2020). The Effect of Online Customer Review on Purchase Intention with Trust as an Intervening in Bukalapak Online Store in Padang City. *Journal of Aksipreneur: Management, Cooperatives, and Entrepreneurship*, 9(2), 173–194. <https://doi.org/10.30588/jmp.v9i2.538>
- Mutmainnah, N. A., & Solekah, N. A. (2023). The affect of Word of Mouth, Service Quality, and Location on Decision to be a Customer at BMT Babussalam Mojoagung Jombang.

- Journal of Economic Education and Economics*, 7(2).
- Natasya, A., & Setyawan, H. (2022). Techminar's promotional process to increase attendees through the Facebook platform. *Business Administration & Mice X*, 250–257. <https://doi.org/2775-7374>
- Ningsih, T., & Suginam. (2024). The Influence of Instagram Social Media and Word of Mouth on Youneed Clothes Product Purchase Decisions. *Jbe*, 5(1), 48–55. <https://doi.org/10.47065/Jbe.V5i1.4877>
- Novandalina, A., Budiyo, R., & Ernawati, F. Y. (2023). The Influence of Lifestyle, WOM (Word Of Mouth), and Brand Ambassador on the Decision to Buy Natasha Skincare in Semarang. *STIE SEMARANG*, 15(2), 26–32. <https://doi.org/10.33747>
- Oktaviani, N., & Sumaryanto, S. (2024). The Influence of Price, Product Quality and Service Quality on Purchase Decisions (Ramayana Solo Restaurant Survey). *Journal of Management and Economic Research*, 2(3), 186–197. <https://doi.org/https://doi.org/10.54066/jrime-itb.v2i3.2114>
- Parlin, K., & Toton, T. (2022). The Influence of Product Quality and Price on Pempek 299 Customer Loyalty in Central Lampung. *SINOMIKA Journal: Scientific Publications in the Field of Economics and Accounting*, 1(3), 209–218. <https://doi.org/10.54443/sinomika.v1i3.239>
- Purnama, I. (2020). The Influence of Online Promotions and Celebgram Endorsements on Consumer Buying Interest. *Youth & Islamic Economic Journal*, 1(2), 14–20.
- Senggetang, V., Mandey, S. L., & Moniharapon, S. (2019). *The Influence of Location, Promotion, and Price Perception on Consumer Purchase Decisions in Kawanau Emerald City Manado Housing*. 7(1), 881–890.
- Simamora, V., & Umry, R. A. (2020). The Influence of Influencers and Social Media as Baba Rafi Enterprise's Marketing Strategy on Product Purchase Decisions Based on Brand Awareness as a Moderating Variable. *Journal For Business and Entrepreneurship*, 4(1), 1–16.
- Sinaga, S. M., & Rochdianingrum, W. A. (2024). The Influence of Live Streaming, Online Customer Reviews, and Product Quality on Skincare Product Purchase Decisions at Shopee. *Journal of Management Science and Research*, 13(4), 1–19.
- Soendjoto, M. A., Itta, D., Hafizianor, & Istikowati, W. T. (2022). *Research Methodology* (D. Ulfah (ed.); 1st ed.). CV. Banyubening Cipta Sejahtera.
- Subhan, Ode, P. K., & Hidayanti, I. (2022). The Effect of Electronic Word of Mouth (e-WOM) on Buying Interest in Axis-Y Mugwort Pore Clarifying Wash Off Pack Mask with Brand Image as a Mediating Variable (TikTok User Case Study). *Journal of Management Partners*, 6(3), 141–153. <http://e-jurnalmitramanajemen.com/index.php/jmm/article/view/578/509>
- Tusri, Y., Ikhvansatriyo, Y., Adelina, C., & Gultom, A. W. (2025). The Influence of Taste and Word Of Mouth on Purchase Decisions at Dieng Prabumulih Restaurant. *Journal of Business Economics and Accounting*, 5(2), 462–473. <https://doi.org/10.55606/jebaku.v5i2.5423>
- Veranita, M., Susilowati, R., & Yusuf, R. (2021). The Utilization of Instagram Social Media Platform as a Promotional Media for the Culinary Industry During the Covid-19

- Pandemic (Case Study on Account @kolakcampurkolaku). *Journal of Business and Entrepreneurship*, 17(3), 279–290. <https://doi.org/10.31940/jbk.v17i3.279-290>
- Wahyuningrum, R. (2018). Analyze e-marketing strategies to increase interest in buying online. *ESSENCE: Journal of Business Management*, 21(3), 275–290.
- Yahya, B., & Yuniarto, A. S. (2024). The Influence of Word Of Mouth, Location and Service Quality on Warmindo's Consumer Purchase Decisions. *Management Accounting and Policy Planning*, 2(1), 1–13. <https://doi.org/https://doi.org/10.47134/jampk.v2i1.391>
- Yulianto, A. R., Subariyanti, H., & Wardhana, A. K. (2020). Analysis of the Influence of Product Quality and Service Quality on Customer Satisfaction. *Journal of Economics*, 22(2).
- Zikri, A., & Harahap, M. I. (2022). Analysis of Goods Delivery Service Quality on Consumer Satisfaction at PT Pos Indonesia Regional I Sumatra. *Journal of Computer Science, Economics and Management (JIKEM)*, 2(1), 129–138.