EMAS: Jurnal Ekonomi, Manajemen dan Bisnis
Volume 7 Nomor 6, Juni (2026): 733-742
E-ISSN 2774-3020
DOI: https://doi.org/10.36733/emas.v7i6.14348

THE EFFECT OF ELECTRONIC WORD OF MOUTH (EWOM), BRAND IMAGE, AND CUSTOMER TRUST ON PURCHASE DECISIONS AT SWEET AND TIERS CAKE IN DENPASAR

I Gusti Agung Chintya Anindya Mantara[1], I Wayan Gede Antok Setiawan Jodi[2*], I Made Surya Prayoga[3]

[1,2,3] Universitas Mahasaraswati Denpasar, Bali, Indonesia
*correspondence: gedejodi@unmas.ac.id

ABSTRACT

The purpose of this study is to analyze the extent to which Electronic Word of Mouth (EWOM), brand image, and customer trust influence purchasing decisions at Sweet and Tiers Cake Denpasar. The phenomenon of sales fluctuations at this company is influenced by a lack of EWOM activity on social media, a brand image perceived as inconsistent in product quality and variety, and customer concerns regarding the pre-order system, which can lower consumer trust levels. This study employs a quantitative method using a multiple linear regression approach. Data were collected through a questionnaire distributed to 112 respondents, namely customers of Sweet and Tiers Cake Denpasar. The independent variables examined are Electronic Word of Mouth (EWOM), brand image, and customer trust, while the dependent variable is purchasing decisions. The findings indicate that Electronic Word of Mouth (EWOM), brand image, and customer trust have a positive and significant impact on purchase decisions. These findings demonstrate that positive reviews, a strong brand image, and high levels of customer trust can enhance purchase decisions at Sweet and Tiers Cake Denpasar.

Keywords: brand image, customer trust, electronic word of mouth, purchase decision

© 2026 The Author(s). Published by EMAS. Licensed under CC BY-SA 4.0.

1. INTRODUCTION

The economy continues to grow amid increasingly fierce business competition, particularly for companies producing similar goods or services (Miati, 2020). Indonesia offers numerous business opportunities due to its substantial market potential (Sumiyati & Rohman, 2022). Bali, as a premier tourist destination, attracts millions of visitors annually with its natural beauty, unique culture, and distinctive social life (BPS, 2024). This growth in tourism has increased demand for food and beverage products, creating opportunities for culinary businesses to introduce innovations and high-quality products to local consumers.

BPS (2024) notes that the GDP growth of Indonesia's food and beverage industry has surged rapidly, from <3% in 2021 to >4.5% in 2022, then slightly declined to 4.47% in 2023. Despite this decline, the industry continues to demonstrate a positive and stable growth trend.

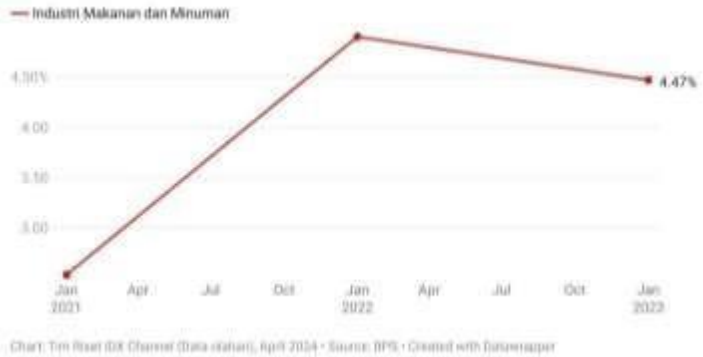


Figure 1. GDP Growth of Indonesia's Food & Beverage Industry, 2021–2023
Source: BPS (2025)

Sweet and Tiers Cake Denpasar, an SME located at Jalan Belimbing No. 58, actively leverages online sales and offers products such as dessert cakes, pandan and brown sugar apem, tarts, and traditional snacks. High consumer engagement indicates broad market demand. Sales data for 2021–2024 is presented in Table 1.

Table 1. Sweet and Tiers Cake Sales Data for the 2021–2024 Period

Year	Amount
2021	Rp. 55,000,000
2022	Rp. 65,530,000
2023	IDR 70,000,000
2024	IDR 49,000,000

Source: Sweet and Tiers Cake (2025)

Based on sales data, Sweet and Tiers Cake Denpasar experienced fluctuations, with peak sales in 2023 at Rp 70,000,000 and a sharp decline to Rp 49,000,000 in 2024. This decline was influenced by seasonal factors, as consumers tend to reduce purchases during certain periods. The purchasing decision itself is a consumer process involving information gathering, evaluation, and the decision to buy a product.

The phenomena observed at Sweet and Tiers Cake Denpasar encompass three key aspects. First, regarding electronic word of mouth (eWOM), social media activity is low, with the last Facebook post in 2021 and the last Instagram post in 2024, causing potential customers to hesitate due to a lack of digital social proof (Sweet and Tiers Cake, 2025). Second, product quality and variety are perceived as inconsistent, leading to dissatisfaction among some customers and damaging the product's image. Third, regarding customer trust, the pre-order system for special events raises concerns that orders may not arrive on time or meet expectations, causing some consumers to hesitate in making purchases, which could ultimately erode customer trust.

Based on this background and the research gap, the author believes it is important to conduct a study titled "The Influence of Electronic Word of Mouth (eWOM), Brand Image, and Customer Trust on Purchase Decisions at Sweet and Tiers Cake in Denpasar."

2. LITERATURE AND HYPOTHESES

Theory of Planned Behavior (TPB)

In the Theory of Planned Behavior (TPB), Ajzen (1991) posits that consumer purchase intention is determined by attitude, subjective norms, and perceived behavioral control. Attitude is reflected through eWOM, which fosters purchase trust (Cheung & Thadani, 2012); subjective norms through brand image, which enhances consumer confidence (Aaker, 1991); and behavioral control through customer trust, which strengthens consumer confidence and loyalty (Morgan & Hunt, 1994). These three factors shape purchase intent, which has the potential to be realized in actual purchasing behavior

Purchase Decision

A purchase decision is the process by which consumers recognize a need, gather information, evaluate alternatives, and ultimately decide to purchase a specific product. According to Cesariana et al. (2022), this process involves problem identification and evaluation of alternatives, while Hanum & Wiwoho (2023) emphasize that consumers analyze various inputs before deciding to purchase. According to Sudiro (2021), the indicators of a purchase decision are: attraction or interest, desire or need, habit, benefits, and expectations.

Electronic Word of Mouth

Electronic word of mouth (e-WOM) is more effective than offline communication because of its wide reach and the ability for consumers to share their experiences online (Apriastuti et al., 2022). e-WOM is communication between consumers on the internet that contains positive or negative opinions about a product. (Yulindasari & Fikriyah, 2022). According to Ismagilova et al. (2020), indicators of electronic word of mouth include: content quality, consistency of recommendations, consumer ratings, information quality, and the volume of electronic word of mouth.

Brand Image

Fatimaningrum (2020) defines brand image as reflecting consumers' views and evaluations of a brand, formed from various associations and experiences related to that brand. Brand image refers to consumers' perceptions and beliefs regarding a brand's name, symbol, or design that are embedded in their minds (Mahiri, 2020). According to Faisol et al. (2024), brand image indicators include: manufacturer image, product image, and user image.

Customer Trust

Mambu et al. (2021) define customer trust as a party's willingness to take a risk regarding another party because they believe that party will act to meet expectations, even though the two parties do not yet know each other. Suhendri et al. (2021) state that customer trust is reflected in loyal behavior toward a product or brand, where consumers continue to use that product or brand. Indicators of customer trust include: reliability, honesty, care, and credibility.

Hypotheses

The Influence of Electronic Word of Mouth on Purchase Decisions

Electronic Word of Mouth (EWOM) refers to information, comments, or evaluations from consumers—whether they are currently using, have used, or are potential users—regarding a product or company, which is published online so that it can be accessed by the general public or specific organizations. (Apriastuti et al., 2022). Electronic word of mouth (EWOM) plays a significant role in influencing purchasing decisions (Siregar, 2024). This is because information conveyed through electronic word of mouth is perceived as more objective, stemming from the real-life experiences of other consumers, and easily accessible via various digital platforms such as social media, thereby influencing consumers' perceptions and beliefs when making purchasing decisions. Research conducted by Noviandi (2021), Jodi (2021), Pratiwi & Andriana (2023), Yulindasari & Fikriyah (2022), and Widyawati et al. (2024) indicates that electronic word of mouth (EWOM) has a positive and significant effect on purchasing decisions. Based on the results of previous studies, the hypotheses are as follows:

H1: Electronic word of mouth has a positive and significant effect on purchasing decisions at Sweet and Tiers Cake.

The Influence of Brand Image on Purchase Decisions

According to Miati (2020), brand image refers to the perceptions and associations formed in consumers' minds regarding a brand. Brand image reflects consumers' perceptions of a brand, revealing the associations or connections inherent to that brand (Fatimaningrum, 2020). Brand image is shaped through consumer experiences, marketing communications, product quality, and both direct and indirect interactions with the brand. The stronger and more positive the brand image that is formed, the greater the likelihood that consumers will choose that brand in the purchasing decision-making process. Research conducted by Mahir (2020), Wiranata et al. (2021), Kusuma et al. (2022), Wijaya & Kusnawan (2022), and Irfansyah (2023) indicates that brand image has a positive and significant influence on purchasing decisions. Based on the findings of previous studies, the research hypotheses are as follows:

H2: Brand image has a positive and significant effect on purchasing decisions at Sweet and Tiers Cake.

The Influence of Brand Image on Purchase Decisions

Customer trust reflects a customer's commitment to continue participating in future marketing relationships, grounded in a sense of trust that enables them to face and mitigate potential risks

(Laparojkit & Suttipun, 2021). The trust consumers hold is a key factor in maintaining long-term relationships between consumers and sellers (Baskara & Nurwidawati, 2023). When consumers have a high level of trust in a seller or product, they tend to feel secure in making transactions, are more confident in the quality offered, and are willing to make repeat purchases without hesitation. This trust also strengthens consumers' intent in making purchasing decisions. Research conducted by Wijaya & Kusnawan (2022), Hanum and Wiwoho (2023), Aini & Adinugraha (2024), Febriana & Sukma (2024), and Dahe et al. (2024) indicates that customer trust has a positive and significant influence on purchasing decisions. Based on the findings of previous studies, the following hypothesis is formulated:
H3: Customer trust has a positive and significant effect on purchasing decisions at Sweet and Tiers Cake.

3. RESEARCH METHOD

This study aims to analyze the influence of electronic word of mouth (EWOM), brand image, and customer trust on purchasing decisions at Sweet and Tiers Cake, located at Jalan Belimbing No. 58, North Denpasar. The research subjects are Sweet and Tiers Cake customers who have purchased cakes, custom cakes, desserts, and pandan steamed apem with brown sugar. The research population consists of all Sweet and Tiers Cake customers, the exact number of whom is unknown. The sample comprises 112 selected respondents using purposive sampling, with criteria including being over 17 years of age and having prior experience purchasing products at the store. Data collection methods include observation, interviews, questionnaires, and documentation. Data analysis included instrument validation, classical assumption tests, descriptive analysis, multiple linear regression, and model fit tests, enabling an assessment of the influence of EWOM, brand image, and customer trust on the purchasing decisions of Sweet and Tiers Cake consumers.

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 2. Results of the Pilot Test for Instrument Validity

No	Variable	Item Statement	Validity		Description
			Calculated R	r	
1	Decision Purchase (Y)	Y.1	0.776	0.30	Valid
		Y.2	0.797	0.30	Valid
		Y.3	0.893	0.30	Valid
		Y.4	0.825	0.30	Valid
2	Electronic Word of Mout (EWOM)h	X1.1	0.833	0.30	Valid
		X1.2	0.793	0.30	Valid
		X1.3	0.679	0.30	Valid
		X1.4	0.766	0.30	Valid
		X1.5	0.745	0.30	Valid
3	Brand Image	X2.1	0.863	0.30	Valid
		X2.2	0.887	0.30	Valid
		X2.3	0.888	0.30	Valid
4	Customer Trust	X3.1	0.780	0.30	Valid
		X3.2	0.752	0.30	Valid
		X3.3	0.727	0.30	Valid
		X3.4	0.756	0.30	Valid

Source: Processed data, 2025

Table 2 shows that all Pearson correlation coefficients for the instruments exceed 0.30; therefore, all instruments used for data collection via the questionnaire are deemed valid.

b. Reliability Test

Table 3. Results of the Instrument Reliability Pilot Test

No	Construction	Item	Reliability	
			Cronbach's Alpha	Description
1	Decision Purchase	Y	0.842	Reliable
2	Electronic Word of Mouth	X1	0.805	Reliable
3	Brand Image	X2	0.853	Reliable
4	Customer Trust	X3	0.747	Reliable

Source: Processed data, 2025

Table 3 shows that all variables have Cronbach's Alpha values exceeding 0.60, so all instruments are deemed reliable and the research can proceed.

Classical Assumption Test

a. Normality Test

Table 4. Instrument Validity Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		112
Normal Parameters [a, b]	Mean	0.0000000
	Standard Deviation	1.14585500
Most Extreme Differences	Absolute	0.064
	Positive	0.064
	Negative	-0.044
Test Statistic		0.064
Asymptotic Significance (2-tailed)		0.200[c,d]

a. The test distribution is normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed data, 2025

Based on Table 4 of the One-Sample Kolmogorov-Smirnov test, the significance value for the regression model is 0.200, which is greater than α = 0.05. This indicates that the regression model satisfies the normality assumption, as the data follows a normal distribution.

b. Multicollinearity Test

Table 5. Multicollinearity Test Results

	Variable	Collinearity Statistics Tolerance	VIF
1	Brand Image	0.495	2.019
	EWOM	0.389	2,570
	Customer Trust	0.422	2,368

a. Dependent Variable: Y_KP

Source: Processed data, 2025

Table 5 shows that the tolerance values for independent variables such as brand image, electronic word of mouth, and customer trust are above 0.10, and the VIF values for each variable are all below 10. Therefore, it is concluded that there is no multicollinearity in the test data.

c. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.272	0.910		3.594	0.000
	Decision Purchase	-0.044	0.050	-0.111	-0.872	0.385
	Electronic Word of Mout	-0.014	0.068	-0.024	-0.210	0.834
	Brand Image	-0.059	0.060	-0.130	-0.985	0.327

a. Dependent Variable: ABS_RES

Source: Processed data, 2025

Based on Table 6, the significance values between the independent variables and the absolute residual value (ABS_RES) are 0.385, 0.834, and 0.327 > 0.05. This indicates that there is no evidence of heteroscedasticity in the regression model.

Data Analysis Results

Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.179	0.602		5.282	0.000
	Electronic Word of Mout	0.228	0.033	0.357	6.886	0.000
	Brand Image	0.421	0.045	0.437	9.425	0.000
	Customer Trust	0.222	0.040	0.299	5.587	0.000

a. Dependent Variable: Y

Source: Processed data, 2025

From Table 7, the following multiple linear regression equation is obtained:

$Y = 3.17G + 0.228\ X_1 + 0.421\ X_2 + 0.222\ X_3 + e;$

From this multiple linear regression equation, the regression line equation is obtained with the following information:

1) The regression coefficient for the electronic word of mouth variable is positive, indicating that as ewom improves, purchasing decisions also increase. Thus, for every one-unit increase in ewom, purchasing decisions rise by 0.228 or 22.8%.
2) The regression coefficient for the brand image variable is positive, meaning that as the brand image's " " increases, purchasing decisions also rise. In other words, a one-unit increase in brand image increases purchasing decisions by 0.421 or 42.1%.
3) The regression coefficient for the customer trust variable is positive, indicating that as customer trust improves, purchasing decisions also increase. Thus, every one-unit increase in customer trust causes purchasing decisions to rise by 0.222 or 22.2%.

Model Fit Test

F-Test

Table 8. Results of the F-Test Analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.935	3	60.978	194.166	0.000[b]
	Residual	33.918	108	0.314		
	Total	216.852	111			

a. Dependent Variable: Y

b. Predictors: (Constant), X3_CT, X2_BI, X1_EWOM

Source: Processed Data, 2025

Based on Table 8, the calculated F-value is 194.166 and the significance of F is 0.000 < 0.05. Therefore, electronic word of mouth, brand image, and customer trust simultaneously have a significant effect on purchasing decisions. Thus, all independent variables in the model have a real effect together on the dependent variable.

Coefficient of Determination (Adjusted R^2)

Table 9. Coefficient of Determination R-Square

Model Summary[b]

Model	R	R-Square	Adjusted R Square	Standard Error of the Estimate
1	0.918[a]	0.844	0.839	0.56040

a. Predictors: (Constant), X3_CT, X2_BI, X1_EWOM

b. Dependent Variable: Y

Source: Processed Data, 2025

Based on Table 9, the Adjusted R-Square value of the equation is 0.839. Thus, 83.9% of purchasing decisions (Y) are influenced by the variables electronic word of mouth (X1), brand image (X2), and customer trust (X3), while the remainder (100% - 83.9%)—16.1% of purchasing decisions (Y)—is influenced by other factors not included in this study.

F-Test

Table 10. Results of the t-Test Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.179	0.602		5.282	0.000
	Electronic Word of Mout	0.228	0.033	0.357	6.886	0.000
	Brand Image	0.421	0.045	0.437	9.425	0.000
	Customer Trust	0.222	0.040	0.299	5.587	0.000

b. Dependent Variable: Y

Processed Data, 2025

Based on the results of the analysis in Table 10 above, it can be concluded that Electronic Word-of- -Mouth (X_1) has a positive and significant effect on purchase decision (Y), with a t-value of 6.886, a regression coefficient of 0.228, and a significance level of 0.000 (< 0.05). The results also show that Brand Image (X_2) positively and significantly influences the purchase decision (Y), with a t-value of 9.425, a regression coefficient of 0.421, and a significance level of 0.000 (< 0.05). Furthermore, Customer Trust (X_3) was found to have a positive and significant influence on purchase decisions (Y), with a t-value of 5.587, a regression coefficient of 0.222, and a significance level of 0.000 (< 0.05).

Discussion

The Effect of Electronic Word of Mouth on Purchase Decisions

Based on the research results, electronic word of mouth has a positive and significant impact on purchasing decisions at Sweet and Tiers Cake Denpasar. This indicates that reviews or digital information shared by previous customers significantly influence potential consumers in making purchasing decisions. The higher the quality of information, the consistency of recommendations, and the volume of available reviews, the greater the consumers' confidence in purchasing the product. This information builds trust among prospective buyers because it stems from the real-life experiences of other consumers. Effective electronic word-of-mouth not only strengthens the product's image but also voluntarily increases customer engagement with the brand. This study aligns with the findings of Noviandi (2021), Jodi (2021), Pratiwi & Andriana (2023), Yulindasari & Fikriyah (2022), and Widyawati et al. (2024), who reported that electronic word of mouth has a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Based on the research results, brand image has a positive and significant impact on purchasing decisions regarding Sweet and Tiers Cake in Denpasar. This influence indicates that consumers' positive perceptions of the brand's creator, product, and users can increase the likelihood of making a purchase. When consumers perceive the brand as credible, high-quality, and aligned with their personality or needs, the decision to purchase the product becomes stronger. A positive brand image not only creates initial interest but also fosters long-term loyalty. This study is supported by Mahir (2020), Wiranata et al. (2021), Kusuma et al. (2022), Wijaya & Kusnawan (2022), and Irfansyah (2023), who also found that brand image has a positive and significant influence on purchasing decisions.

The Influence of Customer Trust on Purchase Decisions

The research indicates that customer trust has a positive and significant impact on purchasing decisions at Sweet and Tiers Cake Denpasar. This means that the higher the level of consumer trust in the store's reliability, honesty, care, and credibility, the greater the likelihood that consumers will be willing to purchase the products. When consumers trust the product quality and the honesty of the information provided by the store, they feel safer and more confident in making decisions, particularly regarding pre-ordered cakes for important events such as birthdays and weddings. These results align with the findings of Wijaya & Kusnawan (2022), Febriana & Sukma (2024), Hanum & Wiwoho (2023), Aini & Adinugraha (2024), and Dahe et al. (2024), who state that customer trust has a positive and significant effect on purchasing decisions.

5. CONCLUSIONS AND LIMITATIONS

Based on the results of this study, electronic word of mouth (e-WOM), brand image, and customer trust have a positive and significant influence on purchasing decisions at Sweet and Tiers Cake Denpasar. Positive and consistent online reviews enhance consumer trust in making purchases, while a strong brand image and a proven commitment to product quality boost consumer trust and loyalty. For practical implications, businesses should maintain consistent product quality, regularly encourage positive customer testimonials, transparently display production processes, and ensure products align with online promotions to strengthen trust and brand perception.

However, this study has limitations, including a focus on a single bakery, reliance on existing customers, data collection via an online questionnaire over a limited period, and consideration of only three variables. Future research could be expanded to different locations or a larger scale, include potential customers, and utilize diverse data collection methods.

REFERENCES

Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. The Free Press.

Aini, A., & Adinugraha, H. H. (2024). Pengaruh kepercayaan konsumen dan kualitas produk terhadap

keputusan pembelian produk melalui marketplace Shopee pada masyarakat Kabupaten Pekalongan. *AT-TASYRI': Jurnal Ilmiah Prodi Muamalah, 1*(1), 1–29.

Apriastuti, N. M. D., Anggraini, N. P. N., & Ribek, P. K. (2022). Pengaruh brand awareness dan electronic word of mouth (Ewom) terhadap keputusan pembelian di situs belanja online Shopee di Kota Denpasar. *Jurnal EMAS, 3*(10), 71–80.

Baskara, N. R. D., & Nurwidawati, D. (2023). Hubungan antara kepercayaan konsumen terhadap keputusan pembelian pada pelanggan e-commerce. *Jurnal Penelitian Psikologi, 10*(2), 1001–1013.

Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model keputusan pembelian melalui kepuasan konsumen pada marketplace: Kualitas produk dan kualitas pelayanan (Literature review manajemen pemasaran). *Jurnal Manajemen Pendidikan dan Ilmu Sosial, 3*(1), 211–224.

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems, 54*(1), 461–470.

Dahe, Z., Rehatta, G., & Sinay, F. R. (2024). The influence of consumer trust and service quality on purchase decisions on the Shopee e-commerce application. *Jurnal Jendela Pengetahuan, 17*(1), 11–21.

Faisol, A., Basalamah, M. R., & Wahono, B. (2024). Pengaruh brand image, brand love dan brand trust terhadap keputusan pembelian sepatu Adidas (Studi pada mahasiswa FEB Universitas Islam Malang). *Jurnal Riset Manajemen, 13*(1), 4094–4102.

Fatimaningrum, D. (2020). Pengaruh kualitas produk dan kepercayaan terhadap keputusan pembelian di marketplace Shopee. *Jurnal Ekonomi dan Bisnis Digital, 2*(2), 78–86.

Hanum, H., & Wiwoho, G. (2023). Pengaruh kepercayaan konsumen, kemudahan penggunaan, dan keamanan transaksi terhadap keputusan pembelian online. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA), 5*(4), 465–480.

Irfansyah, M. (2023). Pengaruh electronic word of mouth (E-WOM) dan brand image terhadap keputusan pembelian. *Nusantara Journal of Multidisciplinary Science, 1*(4), 900–909.

Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth (eWOM) on brand image and purchase intention: A meta-analysis. *Information Systems Frontiers, 22*(5), 1203–1226.

Jodi, I. W. G. A. S. (2021). Pengaruh green marketing, persepsi harga dan electronic word of mouth terhadap keputusan pembelian pada PT. Karya Pak Oles Tokcer di Denpasar. *JUIMA, 22*(1), 42–52.

Kusuma, S. S., Wijayanto, A., & Listyorini, S. (2022). Pengaruh brand image, kualitas produk dan harga terhadap keputusan pembelian pada merek Uniqlo (Studi pada konsumen Uniqlo DP Mall Semarang). *Jurnal Ilmu Administrasi Bisnis, 11*(4), 807–813.

Laparojkit, S., & Suttipun, M. (2021). The influence of customer trust and e-WOM on purchase intention in online shopping platforms. *International Journal of Business and Economics, 10*(3), 112–121.

Mambu, T. R., Tampi, J. R., & Mukuan, D. (2021). Kepercayaan konsumen, kualitas layanan terhadap keputusan pembelian pada aplikasi e-commerce Shopee di Kota Tondano. *Productivity, 2*(1), 79–84.

Miati, I. (2020). Pengaruh citra merek (brand image) terhadap keputusan pembelian kerudung Deenay (Studi pada konsumen Gea Fashion Banjar). *Abiwara: Jurnal Vokasi Administrasi Bisnis, 1*(2), 71–83.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing, 58*(3), 20–38.

Noviandi, A. (2021). Pengaruh E-WOM (electronic word of mouth) terhadap keputusan pembelian produk food & beverage secara online pada marketplace Tokopedia. *Business and Entrepreneurship Journal (BEJ), 2*(1), 25–29.

Pratiwi, D. N., & Andriana, A. N. (2023). Pengaruh celebrity endorser, brand image dan E-WOM terhadap keputusan pembelian produk Somethinc series serum. *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS), 5*(3), 132–140.

Siregar, A. I. (2024). Studi literature: Hubungan E-WOM dan keputusan pembelian. *Jurnal Ilmu Multidisiplin, 3*(1), 50–58.

Sumiyati, & Rohman, A. (2022). Analisis persaingan bisnis pada usaha kuliner dalam meningkatkan

pelanggan menurut perspektif etika bisnis Islam. *Jurnal Kaffa, 1*(2), 1–24.

Wijaya, S., & Kusnawan, A. (2022). Pengaruh diskon, promosi, digital marketing, brand image, dan kepercayaan konsumen terhadap keputusan pembelian pada aplikasi Shopee Kota Tangerang. *Prosiding: Ekonomi dan Bisnis, 2*(2), [halaman tidak tersedia].

Widyawati, N. N. A., Imbayani, I. G. A., & Prayoga, I. M. S. (2024). Pengaruh electronic word of mouth terhadap keputusan pembelian produk Oriflame di Kota Denpasar melalui minat beli sebagai variabel mediasi. *Jurnal EMAS, 5*(12), [halaman tidak tersedia].

Yulindasari, E. R., & Fikriyah, K. (2022). Pengaruh e-WoM (electronic word of mouth) terhadap keputusan pembelian kosmetik halal di Shopee. *Journal of Islamic Economics and Finance Studies, 3*(1), 55–69.