

UNDERSTANDING CONSUMER PURCHASE DECISIONS FOR NIPPON PAINT: THE ROLES OF INFLUENCER MARKETING, BRAND IMAGE, AND E-WOM

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ABSTRACT

Competition in the wall paint industry in Indonesia is becoming increasingly fierce, making consumer purchasing decisions a critical factor for companies. Influencer marketing, brand image, and electronic word of mouth (e-WOM) play a role in shaping perceptions and purchasing decisions; however, previous research findings remain inconsistent. This study was conducted to analyze the influence of influencer marketing, brand image, and electronic word of mouth (e-WOM) on the purchasing decisions of Nippon Paint consumers in Bali. The sample size for this study was set at 140 respondents, all of whom are Nippon Paint consumers in the Province of Bali. Data were collected through the distribution of a questionnaire using a 1-to-5 Likert scale. The data analysis technique used in this study was multiple linear regression analysis. The results of this study indicate that influencer marketing has a positive and significant effect on purchasing decisions regarding Nippon Paint products in Bali. Brand image has a positive and significant effect on purchasing decisions regarding Nippon Paint products in Bali. Electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions regarding Nippon Paint products in Bali.

Keywords: influencer marketing, brand image, e-WOM, purchase decision

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1. INTRODUCTION

Companies are required to be increasingly adaptive in line with the rapid development of science and technology, particularly in the manufacturing sector. These changes have also influenced consumer behavior, as consumers no longer make purchases directly but rather go through complex stages, such as information search, evaluation of alternatives, and decision-making. This situation drives companies to implement marketing strategies capable of creating added value—both functional and emotional—in line with consumer preferences.

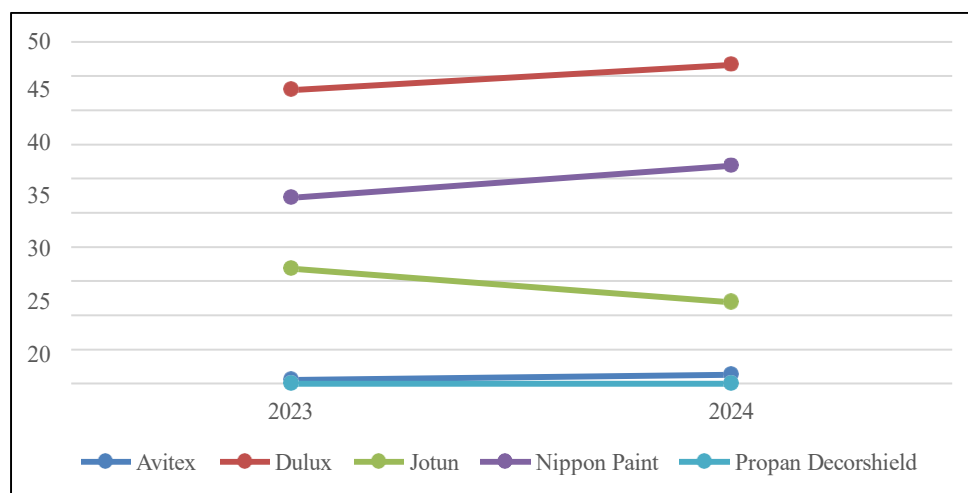
The wall paint industry in Indonesia is currently highly competitive. The large number of wall paint brands available on the market indicates that paint products serve not only to protect walls but also as an aesthetic element and a symbol of social identity. Consumers no longer purchase products solely out of necessity (need), but also out of desire (want), such as aligning with their lifestyle and self-image. Therefore, companies are required to possess competitive advantages in terms of price, quality, and brand strength (Rahayu, 2022).

The variety of wall paint brands and types encourages consumers to be more selective in the purchasing decision-making process. Consumers tend to choose brands they believe can meet their expected quality standards. These preferences are influenced by perceptions of product quality, price, brand reputation, as well as personal experience and recommendations from others. Competition among paint brands reflects the importance of these factors in shaping consumer purchasing decisions.

The purchase decision is a crucial aspect for companies because it is directly linked to sales performance. Ragatirta and Tiningrum (2021) state that the purchase decision is the stage at which consumers actually decide to buy a product. This process includes problem identification, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior (Reni, 2022). Therefore, companies need

to design appropriate marketing strategies to influence each stage of the consumer decision-making process.

Consumer purchasing decisions regarding the Nippon Paint brand are a key factor in the company's efforts to increase its market share. One indicator reflecting brand strength is the achievement of the Top Brand Index.



Source: Top Brand Award (www.topbrand-award.com) (2025)

Figure 1. Top 5 Wall Paint Brands Based on the 2023–2024 Top Brand Index

Based on data from the 2023–2024 Top Brand Award, Nippon Paint saw its index rise from 27.20% in 2023 to 31.90% in 2024, although it still trails its main competitor, Dulux, which ranked first with an index above 40%.

This indicates that while Nippon Paint has shown positive growth, consumer purchasing decisions regarding this brand remain relatively lower compared to its main competitor. The majority of consumers still choose Dulux as their primary option. This situation serves as a signal for Nippon Paint to evaluate its marketing strategy and the factors influencing consumer preferences and loyalty, particularly within the context of the wall paint industry competition.

One of the most widely used marketing strategies today is influencer marketing. Influencers with a strong presence on social media are considered capable of shaping consumer opinions in a more personal and persuasive manner. Saima and Khan (2020) state that promotions conducted by influencers who are relevant to a particular field can increase consumer trust and drive purchasing decisions. However, previous research results show mixed findings, with some studies indicating that influencer marketing has a significant effect on purchasing decisions (Seruni et al., 2024; Putri et al., 2023), while other studies found no significant effect (Irawanti, 2024).

In addition to influencer marketing, brand image also plays a crucial role in influencing purchasing decisions. Brand image refers to consumers' perceptions and beliefs about a brand that are stored in their memory (Setiono et al., 2024). A strong brand image can enhance consumer trust and drive purchasing interest (Irmayanti and Annisa, 2023). However, previous research findings remain inconsistent, with some studies finding a positive effect of brand image on purchasing decisions (Permatasari et al., 2025; Safitri and Basiya, 2022), while others show no significant effect (Iskuntianti et al., 2020).

Electronic word of mouth (e-WOM) is also a key factor in the purchasing decision-making process in the digital age. Consumers tend to seek out reviews and the experiences of other users before purchasing a product. Information conveyed through e-WOM is considered more credible because it stems from consumers' real-life experiences (Nyoko and Samuel, 2021). Several studies indicate that e-WOM has a

positive and significant influence on purchasing decisions (Sari et al., 2022; Sudaryanto et al., 2025), although some studies have found the opposite (Rumagit et al., 2023).

Given the competitive landscape of the wall paint industry and the inconsistent findings of previous studies regarding the influence of influencer marketing, brand image, and electronic word of mouth (e-WOM) on purchasing decisions, further research is needed to clarify the relationships among these variables. Therefore, this study focuses on consumers of Nippon Paint products in Bali and is titled “The Influence of Influencer Marketing, Brand Image, and Electronic Word of Mouth (e-WOM) on Purchase Decisions Among Consumers of Nippon Paint Products in Bali.”

2. LITERATURE AND HYPOTHESES

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a theory developed by Ajzen in 1991. The Theory of Planned Behavior (TPB) has strong relevance to this study. The core concept of TPB explains that purchasing behavior does not occur spontaneously but is influenced by an individual's intention. These intentions are shaped by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. These three factors provide a solid theoretical framework for understanding how consumers make decisions in a purchasing context.

Purchase Decisions

Ragatirta and Tiningrum (2021) state that a purchase decision is a choice between two or more available alternatives. This means that individuals will make decisions based on the options they consider most suitable for their needs. This process involves the mental and behavioral actions of consumers in selecting and purchasing products that can optimally meet their needs. Bagida et al. (2021) add that a purchase decision is a stage in the decision-making process, when consumers actually choose one product from among the various available alternatives.

Influencer Marketing

Agustini et al. (2022) state that influencer marketing is effective in creating content that attracts customers. Such content spreads quickly through social media. Influencers are perceived as close to consumers because they possess relatable personalities. Martínez-López et al. (2020) explain that their status as celebrities makes them a point of reference for their followers. Handayani and Usman (2021) explain that influencer marketing is a marketing strategy that involves well-known figures or celebrities.

Brand Image

Suwarnih et al. (2021) explain that brand image can reinforce potential consumers' perceptions of a product as a reflection of their way of thinking. Product image building must be done appropriately so that the information conveyed can be effectively received by consumers. The accuracy of a brand's communication strategy will influence how consumers evaluate and remember a product. Another explanation by Calystasia et al. (2022) states that a brand is a name, term, symbol, design, or a combination of all these elements. The primary purpose of a brand is to identify a company's products or services and distinguish them from those offered by competitors.

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) refers to positive or negative statements made by consumers regarding a product or service, which are then disseminated to other consumers via the internet. The concept of word of mouth (WOM) has evolved into a digital form, namely e-WOM, which is defined as informal, non-commercial communication between individuals regarding product information or company brands via the internet (Cahyaningrum, 2020). Sari et al. (2021) add that e-WOM is an extension of the traditional WOM concept, which has now become a dynamic and continuous process of information exchange among consumers, both existing and potential.

Hypotheses

The Effect of Influencer Marketing on Purchase Decisions

The Theory of Planned Behavior (TPB) comprises three main constructs that shape an individual's intention to behave: attitude toward the behavior, subjective norm, and perceived behavioral control. The subjective norm construct is most relevant for explaining the influence of influencer marketing. Recommendations and promotional content shared by influencers create social pressure and environmental expectations, thereby motivating followers to form purchase intentions. Several studies have provided evidence of the positive and significant influence of influencer marketing on purchasing decisions. Hodijah et al. (2021); Ayuningtiyas and Usman (2024); Najib and Paramitha (2025); and Nurmala et al. (2025) state that influencer marketing has a positive and significant effect on purchasing decisions. These findings indicate that the role of influencers is not merely as a promotional medium but also as a driver of consumer confidence in a product. Based on the above explanation, the following hypothesis can be formulated:

H1: Influencer marketing has a positive and significant effect on consumers' purchasing decisions regarding Nippon Paint products in Bali.

The Influence of Brand Image on Purchase Decisions

The Theory of Planned Behavior (TPB) emphasizes that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. The decisions consumers make are heavily influenced by how they perceive a brand. The construct of attitude toward behavior has a strong correlation with brand image. A positive brand image fosters a more favorable consumer perception of the product, thereby leading to a more positive attitude toward purchasing decisions. A strong brand identity builds trust and confidence that the product is a better choice than other alternatives. Sari et al. (2022) and Kharismatyawati and Sihite (2023) demonstrated in their research that brand image has a positive and significant influence on purchasing decisions. Febrianti et al. (2024) also demonstrated in their research that brand image has a positive and significant influence on purchasing decisions. This aligns with the research by Nanda and Kusumadewi (2025), who state that brand image has a positive and significant effect on purchasing decisions. Based on the above explanation, the following hypothesis can be formulated:

H2: Brand image has a positive and significant effect on consumer purchasing decisions regarding Nippon Paint products in Bali

The Influence of Electronic Word of Mouth (e-WOM) on Purchase Decisions

The Theory of Planned Behavior (TPB) explains that behavioral intentions are formed from attitudes, subjective norms, and perceived behavioral control. Electronic Word of Mouth (e-WOM) is related to subjective norms and perceived behavioral control. Reviews or recommendations provided by other consumers can create social pressure, causing individuals to feel compelled to follow the majority's decision. Information obtained through e-WOM also influences consumers' perceptions regarding the ease or barriers they may face when making a purchase. The belief that a product is easily accessible, beneficial, and supported by others encourages consumers to be more confident in making purchasing decisions. Purba and Paramita (2021) as well as Perkasa et al. (2020) demonstrated in their research that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions. Sriyanto (2024) also demonstrated in his research that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions. This aligns with the research by Roy et al. (2024), who stated that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions. Based on the above explanation, the following hypothesis can be formulated:

H3: Electronic word of mouth (e-WOM) has a positive and significant effect on consumer purchasing decisions regarding Nippon Paint products in Bali.

3. RESEARCH METHODS

This study was conducted in the Province of Bali among Nippon Paint consumers. The research variables consisted of independent variables, namely Influencer Marketing (X1), Brand Image (X2), and electronic word of mouth (e-WOM) (X3), as well as a dependent variable, namely Purchase Decision (Y). The population in this study consists of all consumers who have ever purchased Nippon Paint products and

those planning to use them in Bali. The sample size was set at 140 respondents, all of whom are Nippon Paint consumers in the Province of Bali. Data collection methods used in this study include questionnaires, interviews, and observations. Next, the data analysis technique began with testing the research instruments, consisting of validity and reliability tests. Data analysis then continued with descriptive analysis and multiple linear regression analysis. After that, classical assumption tests were conducted, including normality tests, multicollinearity test and heteroscedasticity test. The data analysis then continued with the F-test, the coefficient of determination, and the t-test.

4. RESULTS AND DISCUSSION

Analysis Results

Results of the Research Instrument Test

Table 1. Post-Test Results of Validity Test

Statement	Statement Item	Pearson Correlation	Description
Purchase decision (Y)	X1.1	0.861	Valid
	X1.2	0.840	Valid
	X1.3	0.926	Valid
	X2.1	0.809	Valid
Influencer marketing (X1)	X2.2	0.885	Valid
	X2.3	0.818	Valid
	X2.4	0.881	Valid
	X3.1	0.894	Valid
Brand image (X2)	X3.2	0.876	Valid
	X3.3	0.844	Valid
	Y1.1	0.910	Valid
e-WOM (X3)	Y1.2	0.913	Valid
	Y1.3	0.788	Valid
	Y1.4	0.878	Valid

Source: Processed data (2025)

Based on the validity test results in Table 1, the correlation coefficients for all instruments related to the variables of influencer marketing, brand image, e-WOM, and purchase decision are above 0.30. These results confirm that all instruments used have been validated.

Table 2. Post-Test Results of the Reliability Test

Variable	Number Instruments	Cronbach's Alpha	Description
Purchase decision (Y)	3	0.844	Reliable
Influencer marketing (X1)	4	0.886	Reliable
Brand image (X2)	3	0.836	Reliable
e-WOM (X3)	4	0.892	Reliable

Source: processed data (2025)

Table 2 shows that the Cronbach's Alpha values for the instruments measuring influencer marketing, brand image, e-WOM, and purchase decision are above 0.60. These values indicate that all instruments exhibit a good level of internal consistency. These results confirm that the research instruments are reliable and suitable for use in this study.

Results of Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.481	0.251		1.914	0.058
Influencer marketing (X1)	0.291	0.085	0.271	3.440	0.001
Brand image (X2)	0.325	0.075	0.330	4.348	0.000
e-WOM (X3)	0.283	0.073	0.293	3.890	0.000

Source: processed data (2025)

Table 3 shows the following multiple linear regression equation: $Y = 0.481 + 0.291 X_1 + 0.325 X_2 + 0.283 X_3$
This regression equation can be explained as follows:

- Constant (a): A regression coefficient of 0.481 implies that if influencer marketing (X1), brand image (X2), and electronic word of mouth (e-WOM) (X3) are all zero (0), the purchase decision (Y) will remain at 0.481.
- b1: The regression coefficient for the influencer marketing variable of 0.291 implies that an increase in influencer marketing (X1) will be followed by an increase in purchase decision (Y), assuming other variables remain constant. This means that influencer marketing has a positive effect on purchase decision.
- b2: The regression coefficient for the brand image variable is 0.325, indicating that an increase in brand image (X2) is associated with an increase in purchase decision (Y), assuming all other variables remain constant. This means that brand image has a positive effect on purchase decision.
- b3: The regression coefficient for the electronic word of mouth (e-WOM) variable is 0.283, indicating that an increase in electronic word of mouth (e-WOM) (X3) will be followed by an increase in purchase decision (Y), assuming all other variables remain constant. This means that influencer marketing has a positive effect on purchase decision.

Based on Table 3, the brand image variable plays a dominant role in influencing purchasing decisions, as seen from the beta coefficient value, which is larger than those of the influencer marketing and electronic word of mouth (e-WOM) variables.

Results of the Classical Assumptions Test

a. Results of the Normality Test

Table 4. Results of the Normality Test

	Unstandardized Residual
N	140
Test Statistic	0.070
Asymptotic Significance (2-tailed)	0.088 ^c

Source: processed data (2025)

The results of the normality test in Table 4 indicate that the data follow a normal distribution. This is evident from the Asymp. Sig. (2-tailed) value of 0.088. This value is greater than the significance threshold of 0.05. This confirms that the data is suitable for parametric statistical analysis.

b. Results of the Multicollinearity Test

Table 5. Results of the Multicollinearity Test

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Influencer marketing (X1)	0.458	2.184
Brand image (X2)	0.492	2.033
e-WOM (X3)	0.502	1.992

Source: processed data (2025)

The results of the multicollinearity test in Table 5 show that all independent variables have tolerance values greater than 0.10. These values indicate that there is no high correlation among the independent variables. The Variance Inflation Factor (VIF) values are also below 10 for all variables. This confirms that the regression model does not suffer from multicollinearity.

c. Results of the Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Independent Variables	t	Sig.
Influencer marketing (X1)	0.141	0.888
Job Satisfaction (X2)	-1.095	0.276
e-WOM (X3)	-1.523	0.130

Source: processed data (2025)

The results of the heteroscedasticity test in Table 6 show that all independent variables have significance values above 0.05. These values indicate that the residual variance does not follow a specific pattern with respect to the independent variables. This suggests that the regression model has a consistent residual distribution. These results confirm that the regression model does not exhibit heteroscedasticity.

Simultaneous Test Results (F-Test)

Table 7. Simultaneous Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	39.199	3	13.066	72,028	0.000 ^b
Residual	24,671	136	0.181		
Total	63,871	139			

Source: processed data (2025)

The test results show a calculated F-value of 72.028 with a significance level of 0.000, which is less than 0.05. This value confirms that the regression model used is capable of adequately explaining the relationship between the variables. Influencer marketing, brand image, and electronic word of mouth (e-WOM) were found to have a positive and significant on purchasing decisions. These overall results confirm that the research model meets the criteria for analysis in the next stage.

Coefficient of Determination Results

Table 8. Coefficient of Determination

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	0.783 ^a	0.614	0.605	0.42592

Source: processed data (2025)

Based on the Adjusted R-Square value in Table 8, it can be seen that the figure obtained is 0.605. This value indicates that influencer marketing, brand image, and electronic word of mouth (e-WOM) account for 60.5% of the variation in purchase decisions for Nippon Paint products in Bali. This percentage reflects that the research model has a sufficiently strong ability to describe the relationship between variables. The remaining 39.5% stems from other factors outside the model that were not examined in this study.

Partial Test Results (t-Test)

Table 9. t-Test Results

Independent Variables	Calculated t-value	Significance Value
Influencer marketing (X1)	3.440	0.001
Brand image (X2)	4.348	0.000
e-WOM (X3)	3,890	0.000

Source: processed data (2025)

Table 9 shows the results of the t-test regarding the partial effects of influencer marketing, brand image, and electronic word of mouth (e-WOM) on purchase decisions, with the following explanation:

- a. The effect of influencer marketing on purchasing decisions
The test results show that the calculated t-value is positive at 3.440 with a significance of 0.001, which is below the 0.05 threshold. This value leads to the decision to reject H_0 and accept H_1 . This finding confirms that influencer marketing has a positive and significant effect on purchasing decisions. These results confirm that the proposed hypothesis has been proven true.
- b. The effect of brand image on purchasing decisions
The test results show that the t-value is positive at 4.348 with a significance level of 0.000, which is below the 0.05 threshold. This result leads to the decision to reject H_0 and accept H_2 . These findings confirm that brand image has a positive and significant influence on purchasing decisions. These results confirm that the proposed hypothesis has been proven to be true.
- c. The influence of electronic word of mouth (e-WOM) on purchasing decisions
The test results show that the t-value is positive at 3.890 with a significance level of 0.000, which is below the 0.05 threshold. This value leads to the decision to reject H_0 and accept H_3 . This finding confirms that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions. These results confirm that the proposed hypothesis has been proven to be true.

Discussion

The Influence of Influencer Marketing on Purchase Decisions

The results of the statistical data analysis demonstrate that influencer marketing has a positive and significant effect on purchasing decisions regarding Nippon Paint products in Bali. This evidence supports the conclusion that the first hypothesis—namely, “Influencer marketing has a positive and significant effect on consumer purchasing decisions regarding Nippon Paint products in Bali”—has been validated.

This finding illustrates that influencers’ role in the promotional process can increase consumer interest and confidence in the product. Enhanced effectiveness of influencer marketing will encourage consumers to make purchasing decisions more quickly and with greater confidence. An influencer is an individual capable of influencing others’ purchasing decisions due to their popularity, knowledge, authority, or position (Putri and Marlien, 2022). Businesses frequently leverage influencers to introduce products and increase their visibility among consumers. Promotional content is typically created in the form of images or videos showcasing the influencer’s use of the product. This strategy is believed to capture the attention of their followers while fostering interest in purchasing the offered product (Fakhira et al., 2022).

These results are consistent with various findings from previous studies examining the role of influencer marketing in purchasing decisions. Research conducted by Hodijah et al. (2021); Ayuningtiyas and Usman (2024); Najib and Paramitha (2025); and Nurmala et al. (2025) yielded similar results. All of these studies concluded that influencer marketing has a positive and significant influence on purchasing decisions. The consistency of these findings reinforces the belief that influencer marketing strategies play a crucial role in encouraging consumers to make purchases.

The Influence of Brand Image on Purchase Decisions

Statistical data analysis proves that brand image has a positive and significant influence on purchasing decisions for Nippon Paint products in Bali. These findings support the assertion that the second hypothesis—namely, “Brand image has a positive and significant influence on consumer purchasing

decisions for Nippon Paint products in Bali”—has been proven true. A strong brand image instills trust and positive perceptions in consumers. Strengthening brand image will encourage consumers to be more confident in choosing and purchasing Nippon Paint products.

A brand image consists of a name, term, mark, symbol, design, color, motion, or a combination of other product attributes intended to provide identity and differentiation from competing products. Essentially, a brand image is also a seller's promise to consistently deliver a set of specific characteristics, benefits, and services to buyers. A good brand image also conveys an additional guarantee in the form of a quality guarantee. A brand is a name that distinguishes one product or company from another. People generally purchase products from brands they are already familiar with. New brands are unlikely to attract many users unless they offer a very strong differentiation (Anastasia et al., 2025).

These findings align with various studies that have examined the role of brand image in influencing purchase decisions. Research conducted by Sari et al. (2022), Kharismatyawati and Sihite (2023), Febrianti et al. (2024), and Nanda and Kusumadewi (2025) yielded similar results. All of these studies concluded that brand image has a positive and significant influence on purchasing decisions. The consistency of these results reinforces the evidence that a strong brand image can increase consumer confidence and interest in purchasing a product.

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions

Statistical data analysis shows that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions regarding Nippon Paint products in Bali. These findings confirm that the third hypothesis—namely, “Electronic word of mouth (e-WOM) has a positive and significant effect on consumer purchasing decisions regarding Nippon Paint products in Bali”—has been proven true. Positive reviews, recommendations, and discussions on digital platforms can increase consumer interest and confidence in a product. The more positive information that circulates, the higher the likelihood that consumers will decide to make a purchase.

Electronic Word of Mouth (e-WOM) plays a significant role in influencing consumer purchasing decisions. This is because consumers tend to trust organic recommendations more than promotional messages from companies. In today's digital age, consumers tend to seek information and reviews from other users before deciding to purchase a product or service. Information disseminated through e-WOM, such as reviews on social media, discussion forums, or e-commerce platforms, is considered more credible because it stems from the direct experiences of other consumers, rather than from corporate promotions (Nyoko and Samuel, 2021).

These findings are consistent with various studies that have examined the role of electronic word of mouth (e-WOM) in influencing purchasing decisions. Research conducted by Purba and Paramita (2021), Perkasa et al. (2020), Sriyanto (2024), and Roy et al. (2024) yielded similar results. All of these studies concluded that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions. These findings reinforce the evidence that positive reviews, recommendations, and discussions on digital platforms can increase consumer interest and confidence in purchasing a product.

5. CONCLUSIONS AND LIMITATIONS

Based on the results of the analysis and discussion, the following conclusions can be drawn: Influencer marketing has a positive and significant effect on purchasing decisions regarding Nippon products Paint in Bali. This means that the more effective the influencer marketing campaign is, the higher the likelihood that consumers will decide to purchase Nippon Paint products in Bali. Brand image has a positive and significant influence on purchasing decisions regarding Nippon Paint products in Bali. This means that the stronger Nippon Paint's brand image is, the higher the likelihood that consumers will decide to purchase Nippon Paint products in Bali. Electronic word of mouth (e-WOM) has a positive and significant influence on the decision to purchase Nippon Paint products in Bali. This means that the more positive information,

reviews, and recommendations about Nippon Paint that are disseminated through digital media, the higher the likelihood that consumers will decide to purchase Nippon Paint products in Bali. Future researchers are advised to investigate other variables that may influence purchasing decisions beyond those examined in this study, taking into account additional factors, a larger sample size, and different research locations.

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