

The Influence of e-WOM and Online Media Regarding the Dangers of Matcha Consumption on Matcha Drink Purchase Decisions in Mataram City Mediated by Health Awareness

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Abstract

This study aims to analyze the influence of electronic word of mouth (e-WOM) and online media regarding the dangers of matcha consumption on matcha beverage purchasing decisions in Mataram City, with health awareness as a mediating variable. The background of the study is based on the increasing consumption of matcha beverages amidst the proliferation of digital information regarding its health impacts spread through online media and consumer reviews. This study used a quantitative approach with a survey design. The sample consisted of 80 respondents selected using a purposive sampling technique. The criteria were domiciled in Mataram City, had consumed matcha beverages, and had been exposed to matcha information through online media. Primary data were collected through an online questionnaire using a 1-5 Likert scale and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results showed that e-WOM and online media had a positive and significant influence on purchasing decisions. Health awareness also had a positive and mediating effect on the influence of e-WOM and online media on purchasing decisions. This study concluded that digital information and health awareness play a significant role in shaping matcha beverage purchasing decisions.

INTRODUCTION

Changes in modern lifestyles have brought significant changes in consumption patterns, particularly in the selection of foods and beverages associated with a healthy lifestyle. This year, health issues related to the consumption of certain foods and beverages have begun to gain public attention. This has arisen with the increasing trend of contemporary foods and beverages that are attractive in appearance and delicious in taste, but often with little regard for health aspects. Many people are more interested in following product trends and popularity than understanding the ingredients and health impacts of the products they consume. This situation raises concerns, given that people's food and beverage consumption habits often focus on immediate pleasure rather than health and its benefits, resulting in a decline in health awareness.

The popularity of matcha drinks is increasing among the public, especially among the younger generation who are keen to follow modern lifestyle trends and try new things. As a result, today's younger generation tends to prefer ready-to-drink drinks like matcha over mineral water. This indicates a lifestyle shift that is less concerned about health aspects, despite the beverage's attractive appearance and taste. Furthermore, matcha is often considered a healthy drink due to its high antioxidant content, which is beneficial for the body. However, many matcha products currently on the market are mixed with sugar, milk, and various other sweet toppings, increasing their calorie content and reducing their health benefits.

Along with its popularity, various issues regarding the dangers of excessive matcha consumption have begun to emerge in online media. Consequently, this topic has become a

widespread topic of discussion on various digital platforms where netizens share their reviews, opinions, and personal experiences regarding the health impacts of this drink, such as TikTok and Google. Furthermore, online media coverage highlighting the dangers of excessive matcha consumption often creates negative perceptions that can influence purchasing decisions. Despite this, many consumers still purchase the product due to the influence of positive reviews and trends on social media through electronic word of mouth (e-WOM).

Several previous studies have highlighted the influence of electronic word of mouth (e-WOM) and online media on consumer purchasing decisions. Research conducted by Rahma (2020) found that e-WOM has a positive and significant influence on purchasing decisions. Reviews and experiences of other consumers, whether in the form of comments or recommendations on digital media, can shape perceptions and influence the decision-making process of potential buyers. These findings confirm that information from fellow consumers is often more credible than information directly from producers or sellers.

Furthermore, research conducted by Suharsono and Sari (2019) shows that online media plays a crucial role in shaping consumer perceptions and interests. News coverage, promotions, and the dissemination of information through various digital platforms not only increase consumer awareness but can also influence purchasing decisions. This indicates that the presence of online media as a source of information has a significant impact on consumer consumption patterns, particularly in the context of popular or trending products.

Research by Kemalasari and Widyasari (2024) adds that online customer reviews and social media marketing significantly influence purchasing decisions. Consumers tend to trust the experiences of other users more than information provided directly by producers. In other words, social influence and recommendations from fellow users are key factors in shaping consumer preferences and purchasing behavior.

Meanwhile, research conducted by Nurul and colleagues (2023) highlighted the role of health awareness in product purchase intention. This study found that consumers are more interested in purchasing products perceived as safe and providing health benefits. This suggests that perceptions of a product's safety and health benefits can be important mediating factors in purchasing decisions, particularly for products associated with a healthy lifestyle.

Although various previous studies have demonstrated the importance of e-WOM, online media, and health awareness in influencing purchasing decisions, research examining all three simultaneously, particularly in the context of the dangers of consuming certain products such as matcha drinks, is still limited. Therefore, this study attempts to fill this gap by examining how issues surrounding the risks of matcha consumption in online media can influence purchasing decisions, with health awareness as a mediating variable reflecting consumer awareness of health in the digital era.

Hypothesis

- H1: E-WOM has a positive and significant effect on purchasing decisions
- H2: Online media has a positive and significant effect on purchasing decisions
- H3: Health awareness has a positive and significant effect on purchasing decisions
- H4: E-WOM has a positive and significant effect on health awareness
- H5: Online media has a positive and significant effect on health awareness

Conceptual Framework

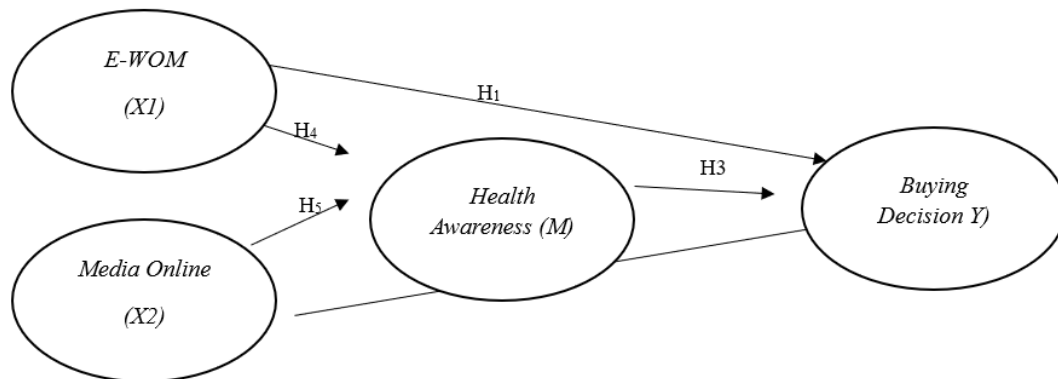


Figure 1. Structural Model

METHODS

This study used a quantitative approach with an associative approach. The aim was to analyze the relationships between variables, specifically the influence of electronic word of mouth (e-WOM) and online media on matcha beverage purchasing decisions, with health awareness as a mediating variable. The study population comprised residents of Mataram City. Respondents were selected using purposive sampling, selecting individuals based on specific criteria relevant to the research objectives: those residing in Mataram City, those who have purchased matcha beverages or frequently purchased them, and those who have read online reviews about matcha through digital media.

Data were collected through an online questionnaire using Google Forms. The research instrument was designed to explore respondents' perceptions, experiences, and attitudes toward e-WOM, online media, health awareness, and purchasing decisions. This approach emphasized the analysis of relationships between variables based on respondents' experiences and perspectives, thus avoiding numerical scores or points.

According to Sugiyono (2017), an associative approach allows researchers to systematically identify relationships and influences between variables, thus providing a clear picture of the factors influencing consumer behavior. Kotler and Keller (2016) emphasized that online media and digital reviews play a crucial role in shaping consumer perceptions and purchasing decisions, particularly for health-related products like matcha drinks. Findings by Hennig-Thurau and colleagues (2004) also indicate that e-WOM can increase consumer awareness of a product through recommendations and reviews from other consumers, thus impacting purchasing decisions.

Therefore, this study focuses on understanding the interaction between online media, digital reviews, and health awareness in shaping consumer decisions, through descriptive data collection based on respondents' actual experiences.

RESULTS AND DISCUSSION

Respondent Profile

Based on the research results, the majority of respondents were female (49 (61.25%), while 31 (38.75%) were male. In terms of age, 25 (31.25%) were aged 18-20, 30 (37.5%) were aged 21-23, 15 (18.75%) were aged 24-26, and 10 (12.5%) were aged 27-30. The majority of respondents were students (46 (57.5%).

Table 1. Outer Loading Test Results

Variable	Indikator	Outer Loading	Average Variance Extract (AVE)	Status
E-WOM	EWOM1	0,8285	0,6783	Valid
	EWOM2	0,8740		Valid
	EWOM3	0,8220		Valid
	EWOM4	0,7926		Valid
	EWOM5	0,8109		Valid
	EWOM6	0,8110		Valid
Media Online	MO1	0,8466	0,6994	Valid
	MO2	0,8097		Valid
	MO3	0,8365		Valid
	MO4	0,8530		Valid
	MO5	0,8407		Valid
	MO6	0,8476		Valid
	MO7	0,8191		Valid
<i>Health Awareness</i>	HA1	0,9086	0,8149	Valid
	HA2	0,9122		Valid
	HA3	0,9180		Valid
	HA4	0,8769		Valid
	HA5	0,8973		Valid
Keputusan Pembelian	KP1	0,8845	0,8119	Valid
	KP2	0,8909		Valid
	KP3	0,9114		Valid
	KP4	0,9076		Valid
	KP5	0,9105		Valid

The initial stage of this research focused on evaluating the measurement model through validity and reliability tests. External model assessment included examining convergent validity, discriminant validity, and the Average Variance Extracted (AVE) value. Convergent validity was evaluated based on the magnitude of the outer loading of each indicator or questionnaire element on the related variables: e-WOM, online media, health awareness, and purchasing decisions. According to Carlson & Herdman (2012), convergent validity is considered adequate if the outer loading value exceeds 0.7, indicating a strong relationship between the measurement and the same construct. Furthermore, the AVE value must exceed the threshold of 0.5 to ensure representative reliability and construct validity (Henseler et al., 2015).

Based on the analysis, indicators 1 through 6 for the e-WOM variable (eWOM 1 to eWOM 5) consistently showed external loading values above 0.7, confirming the construct's convergent validity. The AVE value for eWOM was also satisfactory, at 0.6783, exceeding the minimum threshold of 0.5. The online media (MO) variable also demonstrated good validity, with seven indicators having external loading values between 0.8097 and 0.8530, and an AVE value of 0.6994. Furthermore, the Health Awareness (HA) variable, with five indicators, demonstrated good validity, with an AVE value of 0.8149, greater than 0.5. Finally, the Purchase Decision (KP) variable showed an external loading value between 0.8845 and 0.9114, exceeding the 0.7 criterion, supported by an AVE value of 0.8119. Overall, the outer loading test results indicated that all indicator variables met the criteria for good convergent validity, as evidenced by outer loading values consistently above 0.7, and AVE values for all constructs exceeding 0.5.

Table 2. Composite Reliability Test Results

No.	Variable	Cronbach's Alpha	Composite Reliability	Test Criteria	Description
1.	E-WOM	0,9051	0,9267	> 0,70	Reliable
2.	Health Awareness	0,9431	0,9565		Reliable
3.	Buying Decision	0,9420	0,9557		Reliable
4.	Online Media	0,9284	0,9421		Reliable

Composite Reliability (CR) serves as an instrument to test and assess the extent to which the indicators used accurately measure the hypothesized latent variables. The use of Composite Reliability is crucial because Cronbach's Alpha values often tend to underestimate construct validity compared to Composite Reliability. In other words, Composite Reliability offers a superior metric for measuring the internal consistency of latent variables. The acceptable threshold criteria for Composite Reliability are set similarly to Cronbach's Alpha criteria, namely ≥ 0.7 , indicating that the variable has an adequate level of internal reliability.

Based on the data presented in Table 2, each variable in this study demonstrated reliability values (both through Composite Reliability and Cronbach's Alpha) that exceeded the threshold of 0.7. This finding indicates that all measurement variables have adequate internal consistency and reliability in measuring the intended latent concepts. A reliability value above 0.7 is considered high, indicating that the measurement instrument used produces stable findings and has the ability to be replicated.

Table 3. HTMT Test Results

No.	Variable	Health Awareness	Buying Decision	Online Media	e-WOM
1.	E-WOM	0,8236			
2.	Health Awareness	0,6011	0,9027		
3.	Buying Decision	0,6207	0,7297	0,9011	
4.	Online Media	0,1797	0,5097	0,6063	0,8363

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT), which reflects the average correlation between all indicators measuring different constructs. The absence of discriminant validity is indicated by an HTMT value exceeding 0.9. Based on the analysis presented in Table 3, it was found that all HTMT values for the relationships between the study variables were below the threshold of 0.9, although there were several HTMT values approaching this limit. This condition indicates that each construct in the study still has an adequate level of differentiation and does not experience significant discriminant validity problems. Furthermore, the squared correlation between a construct and itself was proven to be greater than the correlation between that construct and other constructs in the model (Ghozali, 2015). Therefore, the measurement model for all study variables was consistently declared discriminant valid. Next, the bootstrapping method was applied to evaluate the structural model and test the hypotheses. In this procedure, the t-test was used as the main statistical test. For a two-tailed test at a significance level of 0.05, the critical value (t-table) is set at 1.96. For the hypothesis to be accepted, the t-statistic value must be greater than the t-table value (t-statistic > 1.96) or the significance value (p-value) must be less than 0.05 ($p < 0.05$).

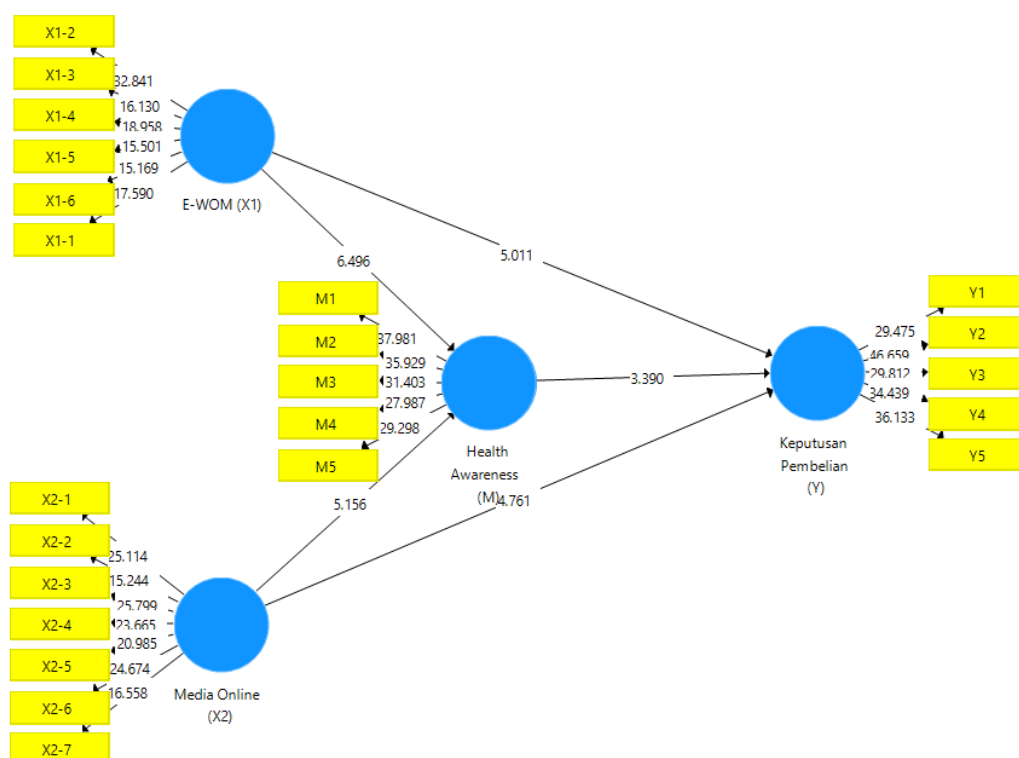


Figure 2. Bootstrapping

Table 4. Hypothesis Test Results

No.	Relationship Between Variables	Original Sample (O)	Statistik T (O/STDEV)	Nilai P	Description
1.	E-WOM (X1) > Purchase Decision (Y)	0,3601	5,011	0,0000	Positive and Significant
2.	Online Media (X2) > Purchase decision (Y)	0,3783	4,761	0,0000	Positive and Significant
3.	Health Awareness (M) > Purchase Decision (Y)	0,3204	3,390	0,0008	Positive and Significant
4.	E-WOM (X1) > Health Awareness (M) > Purchase Decision (Y)	0,5265	6,496	0,0000	Positive and Significant
5.	Online Media (X2) > Health Awareness (M) > Purchase Decision (Y)	0,4150	5,516	0,0000	Positive and Significant

Figure 2 and Table 4 present the path coefficients and significance values (p-values) for each hypothesized relationship, including direct and indirect effects. The path coefficient indicates the strength and direction (positive or negative) of the influence (positive or negative) of the independent variable on the dependent variable. Meanwhile, the p-value is used to determine the statistical significance of the influence, with the influence considered significant if the p-value is less than 0.05. Based on the empirical data presented in Figure 2 and Table 4, the following conclusions can be drawn regarding the acceptance or rejection of the research hypotheses.

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

The results of testing the first hypothesis regarding the influence of e-WOM on purchasing decisions indicate that e-WOM has a positive and significant influence. Structural path analysis shows that e-WOM is able to drive purchasing decisions, with an estimated coefficient of 0.360. The statistical value obtained is 5.011, exceeding the critical value of 1.96, and the p-value is 0.0000, less than the significance limit of 0.05, thus accepting the first hypothesis.

These findings indicate that the higher the intensity and quality of information, reviews, and recommendations consumers receive through digital platforms, the greater their likelihood of making a purchase decision. Within the Stimulus-Organism-Response (S-O-R) theory framework, e-WOM acts as an external stimulus that influences consumers' internal states, including trust, attitudes, and risk perceptions toward a company's products or services. Information derived from previous consumer experiences is considered more credible and relevant than traditional marketing communications, enabling e-WOM to shape positive consumer evaluations. These evaluations then drive behavioral responses in the form of purchase decisions, as consumers feel more confident and have a clearer picture of the product they intend to purchase.

These research findings align with the findings of Yulindasari and Fikriyah (2022), which show that e-WOM has a positive and significant influence on purchasing decisions. This research emphasizes that experiences and recommendations shared online can shape positive consumer perceptions, reduce uncertainty, and increase confidence in the decision-making process. Thus, e-WOM serves not only as a source of information but also as a tool to strengthen consumer confidence, reduce perceived risk, and encourage faster and more informed purchasing behavior.

Overall, these findings underscore the importance of digital interactions and consumer communication in the context of purchasing behavior, where the experiences of others shared online can be a key determinant of consumer decisions, particularly for products that are trending or have perceived health benefits.

The Influence of Online Media on Purchasing Decisions

The results of the hypothesis testing indicate that online media has a positive and significant influence on purchasing decisions. The path analysis revealed a coefficient of 0.3783, indicating that increasing the quality and intensity of online media significantly contributes to increasing consumer purchase propensity. The t-statistic obtained was 4.761, with a p-value of 0.0000, confirming that the influence of online media on purchasing decisions is statistically significant. Thus, the second hypothesis is accepted, strengthening the role of online media as a factor influencing consumer behavior.

Based on the Stimulus-Organism-Response (S-O-R) theory, online media functions as an external stimulus that influences consumers' internal states, including attention, perception, and attitude toward a product or service. Fast, easy, and interactive access to information through online media allows consumers to obtain more comprehensive information, compare various alternatives, and evaluate products before making a purchasing decision. This process fosters positive attitudes in consumers, which in turn drives behavioral responses in the form of purchasing decisions.

The findings of this study align with research conducted by Suharsono and Sari (2019), which emphasized that online media has a positive and significant influence on purchasing decisions. This is due to the rapid development of information technology, which has transformed consumer behavior, making it more practical, fast, and efficient. The ease of obtaining information and comparing products through digital media also helps consumers make more informed and informed decisions. Furthermore, advances in information technology provide convenience and flexibility in various types of transactions, from ordering to payment, further strengthening the role of online media in shaping purchasing decisions.

Overall, these findings confirm that online media is not only a means of conveying information but also plays a crucial role in shaping consumer perceptions, attitudes, and beliefs

about products. Digital interactions that occur through various platforms enable consumers to more comprehensively assess a product's quality, benefits, and risks before making a purchase, resulting in more rational decisions based on comprehensive information. Thus, the role of online media in influencing consumer purchasing behavior is increasingly evident, especially in today's digital era, where access to information and online interaction are essential parts of the decision-making process.

The Influence of Health Awareness on Purchasing Decisions

A structural model analysis shows that health awareness has a positive and significant influence on purchasing decisions. This variable has a path coefficient of 0.3204, indicating that the higher a consumer's level of health awareness, the greater their tendency to purchase products perceived as beneficial to their health. The t-statistic of 3.390 and p-value of 0.0008 meet the significance criteria, thus accepting the third hypothesis of this study. These findings confirm the important role of health awareness as an internal factor influencing consumer behavior in purchasing decision-making.

From the perspective of Stimulus–Organism–Response (S-O-R) theory, health awareness acts as an internal stimulus that influences consumers' psychological state, including attitudes, perceptions, and evaluations of product or service benefits. High levels of health awareness make consumers more careful and selective in choosing products, considering ingredient composition, benefits to the body, and their impact on overall quality of life. Consumers with high levels of health awareness tend to conduct more intensive information searches, compare various available alternatives, and choose products perceived as safer and more beneficial to their health.

This evaluation process shapes trust and positive attitudes toward products, which then drive consumers to make purchasing decisions. In other words, health awareness not only influences consumer attention and judgment but also plays a role in forming strong beliefs and rational behavioral responses. This finding aligns with research conducted by Jamil and colleagues (2024), which showed that health awareness has a positive and significant influence on purchasing decisions. The study emphasized that consumers with high health concerns tend to be more careful in selecting products and consider the long-term benefits to their health before making a purchase.

Overall, the results of this study confirm that health awareness is a key factor shaping consumer decision patterns, particularly in the context of health-related products. A high level of awareness encourages consumers to make more informed purchasing decisions, based on their evaluations and the information they obtain, so that consumption behavior is not driven solely by trends or short-term preferences, but also by considerations of tangible health benefits.

The Influence of (e-WOM) on Purchasing Decisions through Health Awareness

The analysis shows that health awareness plays a significant mediator in explaining the relationship between e-WOM, online media, and purchasing decisions. The mediation path coefficient was 0.5265, indicating that consumer health serves as a crucial link in strengthening the influence of e-WOM and online media on purchasing decisions. The significance of this mediation is reinforced by a high t-statistic of 6.496 and a very low p-value of 0.0000, indicating that this mediation effect is truly statistically significant. Based on these findings, the fourth hypothesis of the study is accepted, concluding that e-WOM not only directly influences matcha drink purchasing decisions but also indirectly through increased consumer health awareness. This mediation mechanism is classified as partial mediation because the direct influence of e-WOM on purchasing decisions remains even though health awareness also plays a role.

This partial mediation demonstrates that e-WOM has independent power to influence consumer purchasing decisions, regardless of their level of health awareness. This can be explained by the characteristics of e-WOM, which presents real-life experiences from previous consumers, testimonials, and recommendations from other users, which can directly shape consumer beliefs and trust in a product. In other words, digital interactions and reviews from other consumers

provide information that is perceived as more credible and relevant than conventional marketing communications, thus influencing purchasing decisions even without mediation.

On the other hand, e-WOM also plays a role in increasing consumer health awareness. Reviews that discuss product benefits, ingredients, and their impact on health help consumers pay more attention to health aspects in decision-making. This information encourages consumers to evaluate products more carefully, consider long-term health effects, and choose products that are perceived as safe and beneficial. This process fosters positive attitudes and stronger trust in products, thereby strengthening consumers' likelihood of making a purchase.

Thus, the mediation mechanism of health awareness provides a more complete picture of how e-WOM and online media influence consumer purchasing behavior. The dual role of e-WOM—both directly and through increased health awareness—demonstrates the complexity of the interaction between digital information, consumer perceptions, and purchasing decisions, and confirms that health awareness is a crucial factor in strengthening the influence of digital media on consumer behavior.

The Influence of Online Media on Purchasing Decisions through Health Awareness

The analysis results show that health awareness positively and significantly mediates the relationship between online media influence and purchase decisions. The estimated mediation path coefficient of 0.4150 indicates that any increase in online media influence will contribute to an increase in consumers' purchase decisions for matcha drinks. The statistical significance of this mediation is very strong, as indicated by a high t-statistic value of 5.516 and a very low p-value of 0.0000. Based on these findings, the fifth hypothesis of the study is accepted, confirming the important role of health awareness as a mediating variable in the relationship between online media exposure and purchase decisions.

These findings indicate that health awareness serves as an important mechanism explaining how consumers respond to information and content obtained through online media. With increasing health awareness, consumers become more careful in evaluating products, considering health benefits, and assessing the content and quality of matcha drinks before deciding to make a purchase. This process suggests that online media exposure not only directly influences purchase decisions but also through cognitive pathways involving consumer health awareness.

Because the direct influence of online media on purchasing decisions was also proven significant, this mediation is classified as partial mediation. This suggests that online media has a strong direct impact pathway, which may be influenced by non-cognitive factors, such as personal appeal (parasocial) or high levels of content credibility. These factors allow online media to trigger purchasing decisions even before consumers have fully processed the health aspects of a product. Persuasive reviews, promotions, and digital interactions can directly generate confidence and purchase intention, allowing purchase decisions to occur more quickly and intuitively.

Nevertheless, health awareness remains crucial in strengthening purchasing decisions. The higher a consumer's level of health awareness, the more likely they are to choose products perceived as safe and providing long-term benefits. In other words, online media and health awareness work in tandem, with online media providing the initial stimulus, while health awareness ensures consumers evaluate products more thoroughly, resulting in more rational and informed purchasing decisions.

Overall, these findings confirm that consumer health is a mediating factor that strengthens the influence of online media on purchasing behavior. The partial mediation mechanism that occurs shows that online media is able to encourage consumers through direct channels and cognitive channels involving health awareness, so that purchasing behavior is formed through a combination of external influences and internal consumer evaluations.

CONCLUSION

This study aims to analyze the influence of e-WOM, online media, and health awareness on purchasing decisions. The results of the hypothesis testing of this study indicate that e-WOM and online media have a positive and significant influence on purchasing decisions. Likewise, health awareness also showed a positive and significant effect on purchasing decisions, and health awareness acted as a mediator in the relationship between e-WOM and online media on purchasing decisions.

Thus, it can be concluded that e-WOM and online media are significant factors in influencing purchasing decisions, both directly and through health awareness as a mediator. The implications of this study are that matcha beverage sellers must improve their online media marketing strategies to increase consumer awareness and strategies to develop health awareness to increase the influence of e-WOM and online media on consumer purchasing decisions for matcha beverage products.

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