

The Influence of Promotion, Word of Mouth, and Brand Image on The Purchase Decision of Local Sangihe Product Kofo

Stefanie M. E. Lolaroh¹; Olivia S. Nelwan²; Willem J.F. Alfa Tumbuan³

^{1,2,3}Master of Management Study Program, Postgraduate Program
Sam Ratulangi University, Indonesia

Email: stefanielolaroh062@student.unsrat.ac.id¹, olivnelwan@gmail.com²,
alfa.tumbuan@unsrat.ac.id³

ARTICLE INFO

Article history:

Received 21-05-2025
Accepted 30-05-2025
Published 31-05-2025

Keywords:

Promotion;
Word of Mouth'
Brand Image;
Purchase Decision

Corresponding Email:

stefanielolaroh062@student.unsrat.ac.id

Competing interest:

The author(s) have declared that no competing interests exist

ABSTRACT

The fashion industry significantly contributes to national economic development, particularly through micro, small, and medium enterprises (MSMEs). According to data from CNBC Indonesia cited by Bina Nusantara University (2019), the sector accounted for 3.76% of Indonesia's GDP in 2017, with export earnings reaching USD 13.29 billion. In 2016, the fashion subsector was the largest contributor to the creative economy at 54.54%. North Sulawesi, rich in cultural heritage, offers traditional textiles such as Kofo Sangihe, which reflect local identity and creative potential. This study aims to examine the effects of promotion, word of mouth (WOM), and brand image on consumer purchase decisions of Kofo Sangihe products. A quantitative associative approach was used, involving 73 respondents who had purchased the product. Regression analysis indicates that all three variables simultaneously have a significant positive effect on purchase decisions ($R^2 = 64.2\%$). Partially, WOM and brand image show significant influence, while promotion has a positive but lesser impact. The findings highlight the importance of interpersonal communication and culturally rooted brand identity in consumer behavior. Kofo Sangihe thus demonstrates strong potential to grow as a competitive local fashion brand within Indonesia's creative economy.

Copyright© 2025 by Author(s)

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



Citation: Lolaroh, S. M. E., Nelwan, O. S. ., & Tumbuan, W. J. A. . (2025). The Influence of Promotion, Word of Mouth, and Brand Image on The Purchase Decision of Local Sangihe Product Kofo. *Abdurrauf Science and Society*, 1(3), 392-403. <https://doi.org/10.70742/asoc.v1i3.238>

INTRODUCTION

Indonesia, as a developing country with the fourth-largest population in the world, holds significant economic potential, particularly within the micro, small, and

medium enterprises (MSME) sector. MSMEs have long been recognized as the backbone of the national economy, and in recent years, this sector has demonstrated substantial growth, driven by digitalization and the expansion of the creative economy. Among various subsectors of the creative economy, the fashion industry stands out as a major contributor. Local fashion products not only serve as consumer commodities but also strategically represent cultural identity and regional heritage, which has become increasingly important amid growing public awareness of supporting domestic products.

The contribution of the fashion industry to Indonesia's economy is substantial. Data from CNBC Indonesia (cited by Bina Nusantara University, 2019) shows that the industry contributed approximately 3.76% to the national GDP in 2017, with exports reaching USD 13.29 billion. This contribution sharply increased to 18.01% of GDP (around IDR 116 trillion). In fact, in 2016, the fashion subsector became the largest contributor to the national creative economy, accounting for 54.54%. These figures underscore the crucial role of the fashion industry as a driving force for economic growth and a foundational element of Indonesia's creative economy. This growth is supported by increased consumer awareness of local products, the recognition of local designers nationally and internationally, and government support through various policies, training programs, financing, and promotional efforts. The synergy between consumers, businesses, and the government has created a conducive ecosystem for developing interest in and the presence of local fashion products.

North Sulawesi, with its rich cultural heritage, is reflected in its traditional textiles such as Bentenan Cloth, Pinawetengan Cloth, Batik Keke, Nanas Bolaang Mongondow Weaving, and Kofo Sangihe Cloth. These textiles hold aesthetic value and reflect the local cultural identity. In the Sangihe Islands Regency, the local fashion brand KOFO Sangihe, under PT. Ekspresi Koffo, has successfully raised local cultural identity through contemporary fashion designs based on traditional Kofo cloth. The growth of KOFO Sangihe, which started with the production of characteristic motifs and expanded to ready-to-wear clothing while empowering local tailors, demonstrates the significant potential of culture-based creative industries in border areas. Its initial online presence, followed by the opening of a physical store in early 2024, indicates high demand and market acceptance of KOFO Sangihe's products.

In the context of consumer purchase decisions, several fundamental factors influence this process, including product quality, price, cultural value, and marketing strategies. Specifically, promotion, word of mouth (WOM), and brand image are crucial elements that shape consumer behavior. Effective promotion can increase visibility and attract attention, while positive WOM, especially from close social circles, tends to build consumer trust. On the other hand, a strong and positive brand image will enhance product value perception and foster customer loyalty. Understanding the dynamics of these factors is crucial for MSME actors to develop appropriate marketing strategies.

This study aims to empirically analyze the impact of promotion, word of mouth, and brand image on consumer purchase decisions for KOFO Sangihe's local products. By understanding the relationship between these variables, this research is expected to provide valuable insights for businesses to optimize their marketing strategies, improve the competitiveness of local fashion products in an increasingly competitive market, and ultimately attract broader consumer interest in supporting domestic products.

Based on the Background described above, the purposes of this study are to:

1. To analyze the influence of Promotion, Word of Mouth, and Brand Image simultaneously on the Purchase Decision of KOFO Sangihe Local Products.
2. To analyze the influence of Promotion on the Purchase Decision of KOFO local products.
3. To analyze the influence of Word of Mouth on the Purchase Decision of KOFO local products.
4. To analyze the influence of Brand Image on the Purchase Decision of KOFO local products.

LITERATURE REVIEWS

Marketing

According to Kotler & Keller (2016), Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Broadly defined, marketing is a social and managerial process that encompasses an integrated system of business activities. This process includes planning, pricing, promotion, and the distribution of valuable products or services, with the primary goal of fulfilling the needs and desires of both current and potential future consumers. Marketing does not only focus on transactions, but also on building sustainable relationships between the company and consumers through the creation of mutually beneficial value.

Purchase Decision

According to Kotler and Armstrong (2016), a purchase decision is the stage in the buyer decision-making process where the consumer actually makes a purchase. Therefore, it can be concluded that the purchase decision is the final stage in the consumer decision-making process, in which the consumer ultimately makes a purchase after going through a series of considerations and evaluations. According to Kotler and Armstrong, (2016), the indicators of Word of Mouth include:

1. Confidence in purchasing after obtaining product information: After acquiring sufficient information about a product, consumers feel more confident in making a purchase decision.
2. Deciding to purchase because of a preferred brand: Many consumers choose to buy products based on brands they trust and like.
3. Purchasing based on personal needs and desires: Purchase decisions are often driven by how well a product fulfills the consumer's needs or wants.
4. Purchasing due to recommendations from others: Recommendations from friends, family, or other trusted individuals have a significant influence on purchase decisions.

Promotion

According to Kotler and Keller (2016), promotion is an activity carried out by a company to communicate and introduce its products to consumers. The main goal of promotion is to attract attention, create interest, and encourage consumer action to purchase the product. In other words, promotion is an active effort to connect the company with consumers, create perceived value, and achieve predetermined marketing objectives. According to Tjiptono (2019), promotional indicators include

several aspects that can be used to assess the effectiveness of promotional activities. These indicators include:

1. Frequency: Refers to how often promotions are carried out within a specific period.
2. Attractiveness: how appealing and relevant the promotional message is to the target.
3. Media: The effectiveness of the promotional media chosen in reaching the target audience.
4. Consumer Response: Measures the extent to which consumers are interested or driven to take action (such as purchasing the product) after viewing the promotion.
5. Impact of Brand Image: Assesses the influence of the promotion on consumer perception or the brand image of the promoted product.

Word of Mouth (WOM)

According to Kotler and Keller (2016), word of mouth is a form of communication in which information about a product or service is transmitted from one individual to another. It can be concluded that word of mouth is a form of informal communication that naturally occurs between individuals, involving the exchange of information, experiences, and recommendations regarding a particular product or service. This type of communication has a strong influence on consumer purchasing decisions because it is based on real experiences and is perceived as more credible and trustworthy than promotional messages delivered directly by companies. According to Buttle (1998), there are several indicators that can be used to measure the effectiveness of word-of-mouth communication. These indicators include:

1. Frequency: Measures how often individuals talk about a particular product or service with others.
2. Source Credibility: Evaluates the level of trust consumers place in the word-of-mouth source, such as friends, family, or experts.
3. Message Content: Assesses the tone of the message – whether positive or negative – and identifies the aspects most commonly discussed.
4. Reach: Measures how far the shared information spreads to reach a wider audience.
5. Impact on Purchase Decision: Evaluates the degree to which word of mouth influences consumer purchase decisions.

Brand Image

According to Kotler and Keller (2016), brand image is the perception of a brand as reflected by the associations held in consumers' memory. It encompasses everything consumers perceive about the brand, including its quality, characteristics, and perceived benefits. In conclusion, brand image is the impression or perception formed in the minds of consumers toward a brand. This perception arises from various sources, such as personal experiences with the brand, information obtained from others, and marketing communications conducted by the company. According to Keller (2013), the indicators of brand image include:

1. Strength: Measures how strongly consumers associate certain attributes, benefits, and attitudes with the brand.
2. Uniqueness: Assesses how unique or distinct the brand associations are compared to other competing brands.
3. Usefulness: Evaluates the relevance and suitability of brand associations in relation to consumer needs or desires.

4. Favorability: Measures the positivity of consumer attitudes or preferences toward the brand.
5. Consistency: Assesses how consistent the brand associations and perceptions are in the minds of consumers over time.

Previous Research

Hikmania and Nova (2023), This research aims to examine the influence of product quality, brand image, store atmosphere, promotion, word of mouth, and price perception on purchase decisions. The findings of the research indicate that these six variables have a simultaneous influence on purchase decisions. The combined effect of product quality, brand image, store atmosphere, promotion, word of mouth, and price perception on purchase decisions is 43.3%.

Ika *et al.*, (2024) The aim of this research is to examine the influence of brand image, electronic word of mouth (e-WOM), impulse buying, and promotion on purchase decisions. This research employed a quantitative method. The results showed that brand image had a positive influence on purchase decisions, indicating that the unique and trustworthy reputation of TikTok Shop encourages purchasing decisions. However, e-WOM and impulse buying did not have a partial effect on purchase decisions, meaning that user comments and spontaneous purchases do not significantly influence purchasing decisions.

Rima and Yuni (2024), this research aims to determine the influence of brand image, promotion, and word of mouth on purchase decisions. The research employed a descriptive quantitative method. The findings showed that the brand image variable had a positive and significant effect on purchase decisions at the Padurenan Hotmie outlet. Similarly, the promotion variable and the word-of-mouth variable also had positive and significant effects on purchase decisions at the same outlet. Furthermore, brand image, promotion, and word of mouth, when considered simultaneously, had a positive and significant influence on purchase decisions.

Research Model and Hypothesis

Research Model

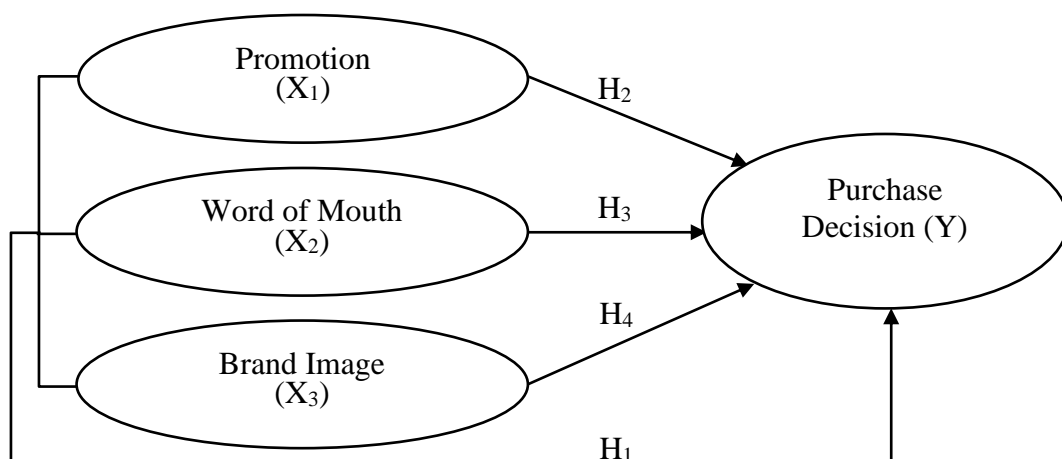


Figure 1. Research Model

Source: Based on Hypothesis and Conceptual framework, 2025

Hypothesis

Based on the research model above, the hypotheses of this study are as follows:

- H1 : It is suspected that there is a simultaneous influence between of Promotion, Word of Mouth, and Brand Image on Purchase Decision.
- H2 : It is suspected that there is an influence between Promotion on Purchase Decision.
- H3 : It is suspected that there is an influence between Word of Mouth on Purchase Decision.
- H4 : It is suspected that there is an influence between Brand Image on Purchase Decision.

METHODS

In this research, the researcher applies a quantitative associative research method, which aims to examine the relationship and influence between two or more variables. According to Riduwan (2010), associative research is designed to empirically test hypotheses regarding the strength and direction of associations among variables, thereby enabling researchers to determine whether statistically significant relationships exist.

Location and Place of Research

The research was conducted in Sangihe Islands Regency, with the local product KOFO as the object of the study.

Method of collecting data

1. Primary data refers to information gathered directly from respondents by the researcher. In this study, the data were collected through a questionnaire designed to collect respondents' opinions.
2. Secondary data consists of information obtained from various sources such as books, academic journals, previous studies, and other materials relevant to the research problem.

Research Population and Sample

The population in this research consists of individuals who had purchased the local product KOFO, with the exact population size being unknown (unidentified population). According to Sekaran and Bougie (2017), a population is defined as the entire group of people, events, or objects of interest in a study. When a researcher encounters an unidentified or indeterminate population size, a practical approach is to select a sample size within a specific range, namely: $n \geq 30$ and $n \leq 500$. This means that a sample size considered sufficiently representative for statistical analysis in business research typically ranges from 30 to 500 respondents, depending on the context, population complexity, and the analytical techniques employed.

After distributing the research questionnaire online via Google Forms, researcher get a total of 87 respondents. After data validation, it was found that 14 respondents had never purchased the local product KOFO, thus not the criteria to be considered valid samples. Therefore, the final sample size used in this study consisted of 73 respondents who had purchased KOFO products.

Research Instrument

A Likert scale was used to measure respondents' perceptions of the research variables. According to Sekaran and Bougie (2017), the Likert scale is an interval scale commonly used in social research to measure respondents' attitudes, opinions, and

perceptions. Then according to Colman (2000) and Martin-Fuentes et al. (2021) indicate that the 5-point Likert scale provides a balance between ease of response and the ability to differentiate the levels of respondent agreement.

RESULTS AND DISCUSSION

Research Result

Validity and Reliability Test Result

Table 1. Result of Validity Test

Variable	No. Item	R Count	R Table	Remarks
Promotion (X1)	X1.1	0.834	0.230	Valid
	X1.2	0.781	0.230	Valid
	X1.3	0.833	0.230	Valid
Word of Mouth (X2)	X2.1	0.822	0.230	Valid
	X2.2	0.843	0.230	Valid
	X2.3	0.818	0.230	Valid
Brand Image (X3)	X3.1	0.858	0.230	Valid
	X3.2	0.873	0.230	Valid
	X3.3	0.846	0.230	Valid
Purchase Decision (Y)	Y.1	0.855	0.230	Valid
	Y.2	0.734	0.230	Valid
	Y.3	0.779	0.230	Valid
	Y.4	0.808	0.230	Valid

Source: SPSS data result, 2025

Table 2. Result of Reliability Test

Variable	Cronbach Alpha	Remarks
Promotion (X1)	0.749	Reliable
Word of Mouth (X2)	0.770	Reliable
Brand Image (X3)	0.822	Reliable
Purchase Decision (Y)	0.805	Reliable

Source: SPSS data result, 2025

Based on the results of the validity and reliability tests conducted on 73 respondents, all indicators of variables X_1 , X_2 , X_3 , and Y were found to be valid, as the calculated correlation coefficients (r-count) exceeded the critical r-table value of 0.230, with significance values below 0.05. This indicates that the instruments used accurately measure what they are intended to measure. Furthermore, the reliability test results using Cronbach's Alpha formula through IBM SPSS Statistics version 26 showed that all variables had alpha values greater than 0.6, indicating that the instruments used in this study are reliable and consistent. Therefore, the research instruments are deemed appropriate for further statistical analysis.

Classic Assumption Test Results

Based on the results of the classical assumption tests, the regression model in this study meets all required conditions. The normality test shows that the data is normally distributed, with points following the diagonal line and a significance value of 0.200 (greater than 0.05). The heteroskedasticity test confirms that there is no issue, as the data points are randomly scattered and all significance values are above 0.05.

The multicollinearity test also shows no problems, with all independent variables having Tolerance values above 0.10 and VIF values below 10. Overall, the variables passes the normality, heteroskedasticity, and multicollinearity tests and is appropriate for regression analysis.

Multiple Linear Regression Test Results

Table 3. Multiple Linear Regression Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.069	1.005		2.058	.043		
	Promotion	.555	.140	.435	3.952	.000	.280	3.575
	Word of Mouth	.369	.121	.296	3.037	.003	.355	2.815
	Brand Image	.254	.122	.214	2.081	.041	.322	3.109

a. Dependent Variable: Purchase Decision

Source: SPSS data result, 2025

Based on the results of the multiple linear regression analysis, the regression equation is obtained as follows: $Y = 2.069 + 0.555X_1 + 0.369X_2 + 0.254X_3$, where Y represents the purchase decision, X_1 is promotion, X_2 is word of mouth, and X_3 is brand image. The interpretation of this model indicates that if all independent variables (promotion, word of mouth, and brand image) remain constant, the baseline value of the purchase decision is 2.069. The regression coefficient for promotion is 0.555, meaning that an increase in promotion will result in an increase of 0.555 in purchase decision, assuming other variables remain unchanged. Similarly, an increase in word of mouth will raise the purchase decision by 0.369, while an increase in brand image will lead to a 0.254 increase in purchase decision. These results show that all three independent variables have a positive influence on purchase decision, with promotion having the strongest effect.

Hypothesis Test Results

Table 4. T- Test Result

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.069	1.005		2.058	.043		
	Promotion	.555	.140	.435	3.952	.000	.280	3.575
	Word of Mouth	.369	.121	.296	3.037	.003	.355	2.815
	Brand Image	.254	.122	.214	2.081	.041	.322	3.109

a. Dependent Variable: Purchase Decision

Source: SPSS data result, 2025

Table 5. F- Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	285.757	3	95.252	75.441	.000 ^b
	Residual	87.120	69	1.263		
	Total	372.877	72			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Word of Mouth, Promotion						

Source: SPSS data result, 2025

The partial t-test results show that Promotion, Word of Mouth, and Brand Image each have a significant positive effect on Purchase Decision, as their t-values are greater than the critical t-value and their significance levels are below 0.05. Additionally, the simultaneous F-test indicates that together, these three variables significantly influence Purchase Decision, with the F-value exceeding the critical value and a significance level below 0.05.

Multiple Correlation Test (R) and Coefficient of Determination Test (R²)

Table 6. Result Multiple Correlation Test (R)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.766	.756	1.124
a. Predictors: (Constant), Brand Image, Word of Mouth, Promotion				
b. Dependent Variable: Purchase Decision				

Source: SPSS data result, 2025

Table 7. SPSS Output Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.766	.756	1.124
a. Predictors: (Constant), Brand Image, Word of Mouth, Promotion				
b. Dependent Variable: Purchase Decision				

Source: SPSS data result, 2025

Table 8. SPSS Output Partial Determination Coefficient

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2.069	1.005		2.058	.043			
	Promotion	.555	.140	.435	3.952	.000	.837	.430	.230
	Word of Mouth	.369	.121	.296	3.037	.003	.794	.343	.177
	Brand Image	.254	.122	.214	2.081	.041	.782	.243	.121
a. Dependent Variable: Purchase Decision									

Source: SPSS data result, 2025

Table 9. Calculation of Partial Determination Coefficient

Variable	Coefficient Beta	Zero-Order	determinacy	%
Promotion (X1)	0.435	0.837	0.364	36.4%
Word of Mouth (X2)	0.296	0.794	0.235	23.5%
Brand Image (X3)	0.214	0.782	0.167	16.7%
Total			0.766	76.6%

Source: SPSS data result, 2025

After analysis using SPSS version 26 revealed a strong positive correlation ($R = 0.875$) between the independent variables—Promotion (X1), Word of Mouth (X2), Brand Image (X3)—and the dependent variable, Purchase Decision (Y). This indicates a very strong relationship among these variables. Furthermore, the coefficient of determination (R^2) was found to be 0.766, meaning that 76.6% of the variation in Purchase Decision can be explained by the combined influence of Promotion, Word of Mouth, and Brand Image, while the remaining 23.4% is affected by other factors not examined in this study. Individually, Promotion has the largest effect on Purchase Decision at 36.4%, followed by Word of Mouth at 23.5%, and Brand Image at 16.7%.

Discussion

Promotion, Word of Mouth, and Brand Image Simultaneously Influence the Purchase Decision of Local Products KOFO.

The regression analysis results show that the variables Promotion, Word of Mouth, and Brand Image simultaneously have a significant effect on the Purchase Decision of KOFO local products in Sangihe. This is indicated by the F-value of 59.750 with a significance level of $0.000 < 0.05$, meaning the alternative hypothesis (H_a) is accepted. In other words, these three independent variables collectively explain the variation in the Purchase Decision variable. Theoretically, a combination of effective promotional strategies, positive word of mouth, and a strong brand image can shape a positive consumer perception of a product. In the context of KOFO, this finding highlight that the success in influencing consumer purchasing decisions is largely determined by the integration of these three aspects.

Promotion Influences the Purchase Decision of Local Products KOFO.

The t-test results show that the Promotion variable has a t-value of 5.295 with a significance level of $0.000 < 0.05$, indicating that Promotion has a positive and significant effect on Purchase Decision. This suggests that the more effective the promotion, the higher the likelihood that consumers will decide to purchase KOFO products.

Promotional activities may include delivering information via social media, offering discounts, or participating in local events. Effective promotion helps build awareness and encourages consumers to try and purchase local products.

Word of Mouth Influences the Purchase Decision of Local Products KOFO.

Based on the t-test, Word of Mouth has a t-value of 3.369 with a significance level of $0.001 < 0.05$, indicating a significant effect on Purchase Decision. This means that recommendations or positive stories from previous customers influence potential customers in their decision to buy KOFO products. This supports the theory that word of mouth is one of the most effective forms of promotion, as it is personal and tends to be trusted. In the context of local products, the role of community and close social relationships makes word of mouth an important tool in shaping consumer perception.

Brand Image Influences the Purchase Decision of Local Products KOFO.

Brand Image also shows a significant influence on Purchase Decision, with a t-value of 3.841 and a significance level of $0.000 < 0.05$. This confirms that the positive image associated with the KOFO brand significantly contributes to consumer purchase decisions.

A strong brand image reflects quality, trust, and values inherent in the product. When consumers have a positive perception of the KOFO brand, they are more likely to feel confident and satisfied in choosing the product, even in the long term.

CONCLUSION

Promotion, Word of Mouth, and Brand Image simultaneously have a significant influence on the Purchase Decision of KOFO local products, highlighting the importance of marketing communication and brand perception. Individually, Promotion significantly impacts Purchase Decision, as effective promotion attracts consumer interest. Word of Mouth also has a significant effect, where personal recommendations help shape consumer trust. Brand Image positively influences Purchase Decision by building consumer confidence and perceived product quality.

For PT. Ekspresi Koffo as an owner of Brand KOFO

1. Strengthen promotional strategies through more innovative and digital approaches, such as utilizing social media, collaborating with local influencers, and launching campaigns that reflect the cultural values of Sangihe. This is essential to increase brand awareness and expand market reach.
2. Manage and encourage positive word of mouth by providing responsive customer service, implementing customer loyalty programs, and collecting and publishing consumer testimonials. Strong word of mouth has proven effective in driving purchase decisions, especially within local communities.
3. Maintain and enhance brand image by consistently ensuring product quality, reinforcing brand identity (logo, packaging, slogan), and demonstrating commitment to relevant social and environmental issues in the Sangihe region.
4. Regularly evaluate consumer behavior and market trends to ensure that marketing strategies remain relevant and adaptive to changing customer needs.

For Future Research:

It is recommended to include additional variables that may influence purchase decisions, such as Customer Satisfaction, Perceived Value, or Digital Marketing, to provide a more comprehensive view of the factors affecting consumer behavior toward local products. Additionally, future studies could use qualitative or mixed-method approaches to gain deeper insights into consumer perceptions and motivations regarding KOFO products.

REFERENCES

- BINUS University. (2019, Desember). *Trend industri fesyen di Indonesia*. <https://binus.ac.id/bandung/2019/12/trend-industri-fesyen-di-indonesia/>
- Bougie, R., & Sekaran, U. (2017). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Buttle, F. A. (1998). *Word of mouth: Understanding and managing referral marketing*. Butterworth-Heinemann.

- Hikmania, E. F., & Anggrainie, N. (2023). Pengaruh kualitas produk, brand image, store atmosphere, promosi, word of mouth dan persepsi harga terhadap keputusan pembelian produk Erigo. *Neraca: Jurnal Ekonomi, Manajemen dan Akuntansi*, 1(1), 226–239. <https://jurnal.kolibli.org/index.php/neraca/article/download/51/48/205>
- Indonesia.go.id. (2024, November 10). *Industri tekstil dan pakaian tumbuh makin positif*. <https://indonesia.go.id/kategori/editorial/8259/industri-tekstil-dan-pakaian-tumbuh-makin-positif?lang=1>
- Ika, B., Prastyo, A. H., & Kusuma, D. W. (2024). The influence of brand image, e-word of mouth, impulse buying and promotion on purchasing decisions at TikTok Shop. *MBA: Journal of Management and Business Application*, 7(1), 53–60. <https://jurnal.itsm.ac.id/index.php/mba/article/view/1023>
- Isdayanti, R., & Yuni, A. T. T. (2024). Pengaruh brand image, promosi dan word of mouth terhadap keputusan pembelian (Studi kasus: Outlet Padurenan Hotmie). *Jurnal Ekonomi & Bisnis Digital*, 5(2), 102–112.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (16th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Martin-Fuentes, I., Sánchez-Fernández, R., & García-Morales, V. J. (2021). The impact of the number of response categories in Likert scales on the reliability and validity of measurement. *International Journal of Social Research Methodology*, 24(2), 223–236. <https://doi.org/10.1080/13645579.2020.1766753>
- Preston, C. C., & Colman, A. M. (2000). Optimal number of response categories in Likert scales. *Measurement: Interdisciplinary Research and Perspectives*, 2(1), 35–46. https://doi.org/10.1207/S15366359MEA0201_4
- Riduwan. (2010). *Metode dan teknik menyusun tesis*. Alfabeta.
- Tjiptono, F. (2019). *Strategi pemasaran* (Edisi ke-4). Andi.