International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of Price, Product Quality, And Electronic Word Of Mouth (E-Wom) On Purchase Decisions At Noona The Baker, A Small And Medium-Sized Enterprise (Sme), Through Brand Image

Zulfa Taqiyyah Ramadhani[1], Wendra Hartono[2]

[1,2]Faculty of Management and Business, Ciputra University Surabaya

Email: rarazulfa18@gmail.com, wendra.hartono@ciputra.ac.id

Abstract

This study aims to analyze the influence of price, product quality, and electronic word of mouth (e-WOM) on purchasing decisions through brand image at Noona the Baker. Noona the Baker is an online-based culinary SME with no physical store. This study employs a quantitative approach using a survey method. Data were collected via an online questionnaire from 115 respondents who had previously purchased Noona the Baker products and were then analyzed using SEM-PLS with the assistance of SmartPLS. The results indicate that e-WOM has a positive and significant effect on purchasing decisions, whereas price and product quality do not have a significant direct effect. Price, product quality, and e-WOM have a positive and significant effect on brand image; however, brand image does not have a significant effect on purchase decisions, meaning that brand image does not mediate the relationship between the three independent variables and purchase decisions. These findings indicate that for online-based food SMEs such as Noona the Baker, e-WOM is the strongest direct factor in driving purchase decisions. Based on these results, it is recommended that Noona the Baker prioritize a strategy of expanding e-WOM through " " rather than relying solely on strategies of low prices and product quality.

Keywords: Price, Product Quality, Electronic Word of Mouth (e-WOM), Brand Image, Purchase Decision

INTRODUCTION

The food and beverage industry is a business sector focused on the production, distribution, and sale of food and beverages (Nasution et al., 2024). This industry

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

encompasses a wide variety of businesses, ranging from small-scale operations such as food stalls and coffee shops to large-scale enterprises such as food manufacturing plants. As of 2023, the food and beverage industry was one of the business sectors with the highest competition index in Indonesia (Databoks, 2024). In Surabaya alone, as of 2024, there were 55,509 food and beverage MSMEs (Lentera, 2024).

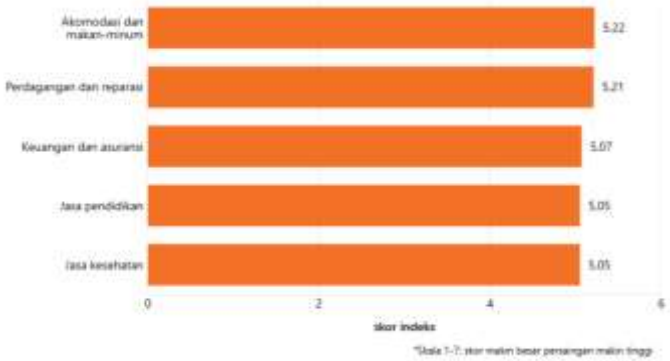


Figure 1.1 Business Competition Index by Sector in 2023
Source: databoks.katadata.co.id

The Food and Beverage (F&B) sector has experienced rapid growth in e-commerce, at a rate of 21.5% per year (Statista, 2024). Digital advancements are driving changes in consumer behavior and intensifying business competition (Martha et al., 2023). Instagram serves as both a promotional platform and a sales channel that influences purchasing decisions (Krsmanović et al., 2024). One business leveraging this platform is Noona the Baker, a home-based bakery established in 2024. Operating on a pre-order system without a physical store, Noona the Baker markets its products online, including lemon cake, brownies, cheesecake, and seasonal items.



Figure 1. Noona the Baker's Official Instagram Account

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Figure 1 shows Noona the Baker's official Instagram account. Since its launch in 2024, Noona the Baker has organically gained 285 followers. Based on the company's internal data regarding customers, Noona the Baker has a fairly loyal customer base.



Figure 1.3 Noona the Baker Sales Data for 2024–2025 (By Quantity)

Noona the Baker's sales over the past two years have not met targets and tend to be seasonal. Although Q4 saw an increase due to Christmas hamper sales, Q4 2025 sales actually declined compared to Q4 2024. This situation highlights the importance of consumer purchasing decisions. In the competitive digital F&B business landscape, purchasing decisions are influenced by various factors, one of which is price (Irona and Triyani, 2022). Competitive prices that meet consumer expectations can drive purchasing decisions (Maretha et al., 2025; Appu et al., 2024).

Table 1.1 Comparison of Noona the Baker's Prices with Competitors

Menu	Noona the Baker	@doolynbakehouse	@mindfullness.sby
Lemon Cake	Rp120,000	Rp65,000	Rp275,000
	Noona the Baker	@loafjkt	@nocturne.keik
Brownies Cheesecake	175,000 IDR	Rp235,000	Rp230,000

Source: Instagram, 2026

Recognizing competition from similar products and limited space, Noona the Baker relies on affordability as a marketing strategy. A comparison with other online food-based MSMEs in Surabaya shows that its products are relatively more affordable. However, this has not yet been accompanied by an increase in sales volume. In addition to price, product quality also influences purchasing decisions, particularly through taste, texture, aroma, and appearance (Kotler & Armstrong, 2019). To showcase the quality of its

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

products firsthand, Noona the Baker distributes samples at bazaars, in the local community, and as purchase incentives. The sample distribution strategy is considered effective in driving purchasing decisions (Alamsah and Iryanti, 2024).



Figure 1.4 Documentation of product sampling

To determine perceptions of Noona the Baker's product quality, the researcher conducted a pre-survey distributed to 20 respondents, with a total of 18 respondents providing responses. This pre-survey was exploratory in nature, designed to assess the company's current situation.

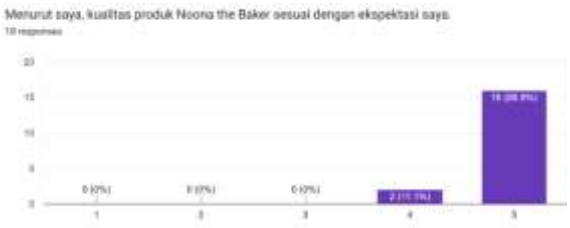


Figure 1.5 Results of the Noona the Baker Product Quality Pre-Survey

In theory, product quality influences purchasing decisions through consumer perceptions (Sinaga et al., 2025). However, the pre-survey results indicate an empirical gap, as sales of Noona the Baker have tended to stagnate. In online marketing, consumer perceptions are also shaped by information on social media (Kariandika et al., 2025). Noona the Baker leverages reviews, collaborative posts, comments, and consumer recommendations. These activities constitute a form of electronic word of mouth (e-WOM)—that is, positive or negative consumer statements about a product disseminated via the internet (Aprilia & Efiani, 2023).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR



Figure 1.6 Customer reviews on Noona the Baker's Instagram
Source: Instagram, 2026

Through word-of-mouth interactions on social media, consumers indirectly engage in widespread product promotion, thereby influencing the purchasing decisions of others (Millah & Sujani, 2024). e-WOM serves as an indirect form of promotion that can influence the purchasing decisions of other consumers through the dissemination of online reviews and recommendations (Millah & Sujani, 2024). Nevertheless, the influence of e-WOM on purchasing decisions has not yielded consistent results. Watulingas et al. (2025) found that e-WOM does not have a direct effect on purchasing decisions but exerts an influence mediated by brand image. Furthermore, brand image also has the potential to mediate the effects of price and product quality on purchasing decisions (Yaqin et al., 2023). At Noona the Baker, brand image has never been systematically measured; therefore, consumer perceptions of the brand's identity and reputation remain unclear. This situation underscores the need for further testing of the role of brand image as a mediating variable. Thus, this study analyzes the effects of price, product quality, and e-WOM on purchase decisions through brand image at Noona the Baker.

METHOD

This study employs a quantitative approach using primary and secondary data collected via an online questionnaire utilizing a five-point Likert scale, as well as a literature review from various scientific journals. The population for this study consists of all customers who have ever purchased Noona the Baker products. The sample was determined using purposive sampling with the "rule of thumb" method—at least five times the number of indicators—resulting in a sample of 115 respondents from a total of 23 research indicators. The variables studied include Price, Product Quality, and Electronic

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Word of Mouth as independent variables; Brand Image as the mediating variable; and Purchase Decision as the dependent variable.

The data analysis method used was Partial Least Squares Structural Equation Modeling (PLS-SEM). The evaluation of the analytical model was divided into an outer model—to test the validity and reliability of the research instruments—and an inner model, which included an in-depth evaluation of the coefficient of determination, effect size, and the model's predictive relevance. Hypothesis testing was conducted through significance tests by setting the T-statistic value greater than 1.96 and the P-value less than 0.05. All stages of this testing were systematically designed to provide comprehensive and accurate analysis results to empirically address all research questions in the field, thereby supporting sound and strategic business decision-making for modern companies.

RESULTS AND DISCUSSION

Validity Test

Convergent Validity

Table 1: Convergent Validity Test

Variable	Item	Factor Loadings	AVE	Note
Price	H1	0.747	0.643	Valid
	H2	0.795		Valid
	H3	0.870		Valid
	H4	0.791		Valid
Product Quality	KU1	0.700	0.577	Valid
	KU2	0.746		Valid
	KU3	0.744		Valid
	KU4	0.711		Valid
	KU5	0.820		Valid
	KU6	0.821		Valid
	KU7	0.766		Valid
E-WOM	E1	0.720	0.582	Valid
	E2	0.833		Valid
	E3	0.687		Invalid
	E4	0.813		Valid
	E5	0.635		Invalid
	E6	0.841		Valid
	E7	0.810		Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	E8	0.739		Valid
Brand Image	C1	0.789	0.539	Valid
	C2	0.808		Valid
	C3	0.824		Valid
	C4	0.868		Valid
	C5	0.837		Valid
Purchase Decision	KP1	0.746	0.682	Valid
	KP2	0.826		Valid
	KP3	0.755		Valid
	KP4	0.763		Valid
	KP5	0.561		Invalid

Based on Table 1 above, it can be seen that all AVE values are greater than 0.5; however, there are items with *factor loadings* less than 0.7—namely, items E3, E5, and KP5—and thus these indicator items are deemed invalid in representing the variable. Therefore, these three items were excluded from the analysis.

Table 2 Results of the Convergent Validity Retest

Variable	**Item**	**Factor Loadings**	**AVE**	**Note**
Price	H1	0.750	0.644	Valid
	H2	0.790		Valid
	H3	0.870		Valid
	H4	0.794		Valid
Product Quality	KU1	0.708	0.577	Valid
	KU2	0.744		Valid
	KU3	0.743		Valid
	KU4	0.717		Valid
	KU5	0.823		Valid
	KU6	0.814		Valid
	KU7	0.759		Valid
E-WOM	E1	0.753	0.645	Valid
	E2	0.821		Valid
	E4	0.829		Valid
	E6	0.846		Valid
	E7	0.803		Valid
	E8	0.765		Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Brand Image	C1	0.789	0.640	Valid
	C2	0.809		Valid
	C3	0.823		Valid
	C4	0.868		Valid
	C5	0.838		Valid
Purchase Decision	KP1	0.712	0.682	Valid
	KP2	0.863		Valid
	KP3	0.817		Valid
	KP4	0.801		Valid

Based on Table 2, all *factor loadings* are greater than 0.70 and the AVE values are greater than 0.50. Thus, these indicators are deemed valid as measures of their latent variables.

Discriminant Validity

Table 3: Fornell-Larcker Values

Variable	Price	Product Quality	E-WOM	Brand Image	Purchase Decision
Price	**0.802**				
Product Quality	0.628	**0.759**			
E-WOM	0.521	0.470	**0.803**		
Brand Image	0.509	0.434	0.658	**0.800**	
Purchase Decision	0.659	0.686	0.631	0.559	**0.826**

Table 4 Cross-loading Values

	X1	X2	X3	Y	Z
H1.1	**0.750**	0.390	0.359	0.449	0.390
H1.2	**0.790**	0.576	0.411	0.341	0.607
H1.3	**0.870**	0.595	0.420	0.458	0.576
H1.4	**0.794**	0.433	0.481	0.391	0.522
KU1.1	0.628	**0.708**	0.454	0.406	0.487
KU1.2	0.486	**0.744**	0.284	0.237	0.421
KU1.3	0.468	**0.743**	0.236	0.266	0.432
KU1.4	0.424	**0.717**	0.428	0.363	0.536
KU1.5	0.453	**0.823**	0.344	0.395	0.542
KU1.6	0.496	**0.814**	0.362	0.299	0.610

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

KU1.7	0.393	**0.759**	0.350	0.307	0.569
E1.1	0.446	0.320	**0.753**	0.544	0.521
E1.2	0.426	0.319	**0.821**	0.529	0.497
E1.4	0.428	0.470	**0.829**	0.547	0.573
E1.6	0.445	0.433	**0.846**	0.513	0.503
E1.7	0.411	0.398	**0.803**	0.597	0.505
E1.8	0.343	0.305	**0.765**	0.416	0.420
KP1.1	0.557	0.440	0.492	**0.712**	0.478
KP1.2	0.378	0.422	0.645	**0.863**	0.520
KP1.3	0.338	0.242	0.470	**0.817**	0.406
KP1.4	0.336	0.242	0.464	**0.801**	0.352
C1.1	0.585	0.583	0.453	0.429	**0.789**
C1.2	0.410	0.570	0.485	0.445	**0.809**
C1.3	0.585	0.519	0.546	0.473	**0.823**
C1.4	0.583	0.566	0.607	0.437	**0.868**
C1.5	0.549	0.595	0.509	0.521	**0.838**

Based on Tables 3 and 4, the *cross-loading* values for each item are greater than 0.70 and are highest when linked to their latent variables, compared to the values when linked to other latent variables. This indicates that each variable in this study accurately explains its latent variable and that the discriminant validity of the items is valid.

Heterotrait-Monotrait Ratio **(HTMT)**

Table 5: HTMT Test Results

	X1	**X2**	**X3**	**Y**	**Z**
X1					
X2	0.737				
X3	0.609	0.519			
Y	0.622	0.491	0.756		
Z	0.768	0.770	0.706	0.648	

All *Heterotrait-Monotrait Ratio* values in the table above are less than 0.9, so it can be concluded that the research model is valid.

Reliability Test

Table 6. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Price	0.815	0.878
Product Quality	0.878	0.905
E-WOM	0.890	0.916
Brand Image	0.812	0.876
Purchase Decision	0.883	0.915

Based on the table above, it can be seen that the *composite reliability* values for all research variables are >0.7, as are all Cronbach's Alpha values, which are >0.7.

Structural Model (Inner Model)

R-Square

Table 7 Results of the R-squared test

Variable	R-Square	Adjusted R-Square
Brand Image	0.628	0.618
Purchase Decision	0.482	0.463

Based on the table, the adjusted R-squared value for brand image of 0.618 indicates that 61.8% of the variation can be explained by the independent variables, while 38.2% is influenced by other factors. Meanwhile, the adjusted R-squared value for purchase decision of 0.463 indicates that 46.3% of the variation can be explained by the independent variables, while the remaining 53.7% is influenced by other factors outside the scope of this study.

F-square

Table 8 Results of the F-square test

Variable	Price	Product Quality	E-WOM	Purchase Decision	Brand Image
Price				0.023	0.095
Product Quality				0.000	0.216
E-WOM				0.259	0.194
Purchase Decision					
Brand Image				0.016	

Based on the F-square value, price has a small effect on purchase decisions and brand image. Product quality has almost no effect on purchase decisions but has a moderate effect on brand image. e-WOM has a moderate effect on purchase decisions and brand image. Meanwhile, brand image has a small effect on purchase decisions.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Q-square (Predictive Relevance)

Table 9 Q-Square Test Results

Variables	Q-square	Description
Brand Image	0.587	Has predictive relevance
Purchase Decision	0.423	Has predictive relevance

Based on the data presented in the table above, it can be seen that the Q-square value for the dependent variable is greater than 0; therefore, it can be concluded that this study has good observational data.

Hypothesis Testing Results

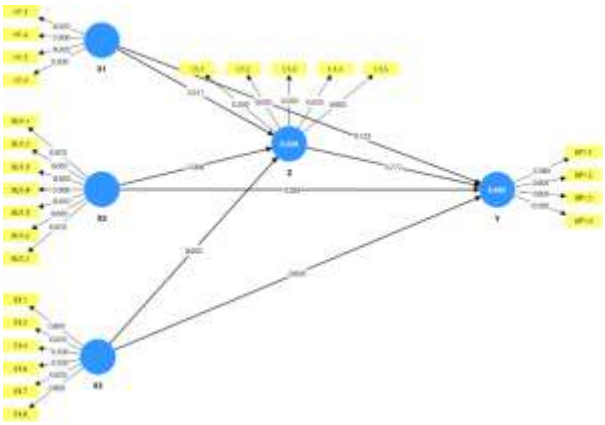


Figure 7: Hypothesis Testing

In PLS, statistical testing of each hypothesized relationship is performed using simulation. In this case, this is done using the *bootstrapping* method on the sample.

Table 10 Hypothesis Test Results

Variable	Original Sample (O)	T-Statistic	P-value
Price → Purchase Decision	0.156	1.533	0.125
Product Quality → Purchase Decision	0.010	0.096	0.924
E-WOM → Purchase Decision	0.480	3.996	0.000
Price → Brand Image	0.257	2,542	0.011
Product Quality → Brand Image	0.373	3,600	0.000
E-WOM → Brand Image	0.322	4.007	0.000

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Brand Image → Purchase Decision	0.147	1.098	0.272
Price → Brand Image → Purchase Decision	0.038	0.997	0.319
Product Quality → Brand Image → Purchase Decision	0.055	1.000	0.317
E-WOM → Brand Image → Purchase Decision	0.047	1.035	0.301

The analysis of the hypothesis test results is as follows:

The Effect of Price on Purchase Decisions

The results of the hypothesis test on the effect of price on purchasing decisions show a coefficient value of 0.156 with *a p-value* of 0.125 > 0.05 and a t-statistic of 1.533 < 1.960.

The Effect of Product Quality on Purchase Decisions

The results of the hypothesis test on the effect of product quality on purchasing decisions show a coefficient of 0.010, a *p-value* of 0.924 > 0.05, and a t-statistic of 0.096 < 1.960.

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

The results of testing the hypothesis regarding the effect of e-WOM on purchasing decisions show a coefficient value of 0.480 with *a p-value* of 0.000 < 0.05 and a t-statistic of 3.996 > 1.960.

The Effect of Price on Brand Image

The results of the hypothesis test on the effect of price on brand image showed a coefficient of 0.257, with a *p-value* of 0.000 < 0.05 and a t-statistic of 2.542 > 1.960.

The Effect of Product Quality on Brand Image

The results of the hypothesis test on the effect of product quality on brand image show a coefficient of 0.373, a *p-value* of 0.000 < 0.05, and a t-statistic of 3.600 > 1.960.

The Effect of Electronic Word of Mouth (E-WOM) on Brand Image

The results of the hypothesis test on the effect of e-WOM on brand image show a coefficient value of 0.322, with *a p-value* of 0.000 < 0.05 and a t-statistic of 4.007 > 1.960.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect of Brand Image on Purchase Decisions

The results of testing the hypothesis regarding the effect of brand image on purchase decisions showed a coefficient value of 0.147, with *a p-value* of 0.272 > 0.05 and a t-statistic of 1.098 < 1.960.

The Effect of Brand Image as a Mediator in the Relationship Between Price and Purchase Decisions

The results of the hypothesis test on the effect of brand image mediating the relationship between price and purchasing decisions showed a coefficient value of 0.038, *a p-value* of 0.319 > 0.05, and a t-statistic of 0.997 < 1.960.

The Effect of Brand Image Mediates the Relationship between Product Quality and Purchase Decisions

The results of testing the hypothesis that brand image mediates the relationship between product quality and purchase decisions show a coefficient value of 0.055, with *a p-value* of 0.317 > 0.05 and a t-statistic of 1.000 < 1.960.

Brand Image Mediates the Relationship Between E-WOM and Purchase Decisions.

The results of testing the hypothesis that brand image mediates the relationship between e-WOM and purchase decisions showed a coefficient of 0.047, *a p-value* of 0.301 > 0.05, and a t-statistic of 1.035 < 1.960.

DISCUSSION

The Effect of Price on Purchase Decisions

The results of the study indicate that price has a positive but insignificant effect on purchasing decisions for Noona the Baker. These findings are consistent with the research by Mufian (2024), Kusumaningrum and Christian (2023), and Nanda and Keni (2022). This suggests that consumers perceive the price as reasonable and commensurate with the quality, so it does not serve as a primary differentiating factor. Additionally, price changes and promotions during the business's operating period allowed respondents to have purchasing experiences at different price points.

The Influence of Product Quality on Purchase Decisions

The results of the study indicate that product quality has a positive but insignificant effect on purchasing decisions. This finding is consistent with Toruan et al. (2023) and Arif et al. (2025). Although the quality of Noona the Baker's products was rated as good, this quality does not necessarily set the brand apart from its competitors. The respondents' relatively homogeneous ratings may also have contributed to a ceiling

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

effect. Additionally, some respondents may not have had direct experience consuming the products, so their quality evaluations may not have been entirely comprehensive.

The Influence of E-WOM on Purchase Decisions

The results of the study show that e-WOM has a positive and significant effect on purchasing decisions. These findings are consistent with the research by Rosyid et al. (2023), Samudra and Prasetya (2025), and Suwandoyo (2023). In online businesses such as Noona the Baker, consumer reviews, testimonials, and recommendations serve as an important source of information prior to a purchase. E-WOM also serves as social proof that helps reduce consumer hesitation due to the inability to examine products in person before making a purchase.

The Impact of Price on Brand Image

The results of the study indicate that price has a positive and significant effect on brand image. These findings suggest that price is not only perceived as cheap or expensive but also reflects the brand's value and quality. These results are consistent with the research by Fadlilah and Muanas (2025), Shalihah et al. (2024), and Wasik et al. (2024). At Noona the Baker, the alignment of price with quality forms the basis for positive consumer perceptions, meaning that price plays a role in building brand image.

The Influence of Product Quality on Brand Image

The results of the study indicate that product quality has a positive and significant effect on brand image. This means that the taste, texture, portion size, aroma, color, shape, and packaging of Noona the Baker play a role in shaping consumer perceptions. These findings are consistent with the research by Fatimah and Hanny (2024), Mumin et al. (2024), Mawardy and Lestari (2023), and Mukhlish and Budiarti (2022). Good product quality makes the brand perceived as more reliable and memorable by consumers.

The Influence of E-WOM on Brand Image

The results of the study indicate that e-WOM has a positive and significant effect on brand image. These findings are consistent with the research by Febrianty and Ahmadi (2025) and Sucitha et al. (2025). Consumer reviews, comments, reposts, and recommendations on social media help build a positive perception of Noona the Baker. In the online food business, a digital footprint plays a crucial role in shaping a brand's reputation. The more positive the information shared, the stronger the brand associations formed in consumers' minds.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Influence of Brand Image on Purchase Decisions

The results of the study indicate that brand image has a positive but insignificant effect on purchasing decisions. These findings are consistent with the research by Lase et al. (2025), Umar and Santosa (2025), and Khoiriyah and Wicaksana (2023). This suggests that Noona the Baker's brand image is not yet strong enough to be a determining factor in purchasing decisions. Furthermore, the close relationship most respondents have with the business owner means that purchasing decisions are influenced more by personal trust and interpersonal relationships than by considerations regarding brand image.

The Influence of Brand Image Mediates the Relationship Between Price, Product Quality, and E-WOM on Purchase Decisions

The research findings indicate that brand image does not mediate the effects of price, product quality, and e-WOM on purchase decisions. Although all three variables have a significant effect on brand image, brand image does not have a significant effect on purchase decisions. This situation prevents a mediation mechanism from forming. At Noona the Baker, consumers tend to place greater weight on recommendations, product experiences, and personal trust. Thus, brand image has not yet become an effective link in driving consumer purchasing decisions.

CONCLUSION

This study was conducted at the MSME Noona the Baker with the aim of analyzing the influence of price, product quality, and electronic word of mouth (e-WOM) on purchasing decisions, with brand image serving as a mediating variable. The study employed a quantitative approach using the SEM-PLS method, which involved testing both the outer and inner models. Based on the data analysis results, the research model was found to be valid and reliable, with the following conclusions drawn from the hypothesis testing:

1. Price does not have a significant effect on purchasing decisions.
2. Product quality does not have a significant effect on purchasing decisions.
3. Electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions.
4. Price has a positive and significant effect on brand image.
5. Product quality has a positive and significant impact on brand image.
6. E-WOM has a positive and significant effect on brand image.
7. Brand image does not have a significant effect on purchase decisions.
8. Brand image does not mediate the relationship between price and purchase decisions.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

9. Brand image does not mediate the relationship between product quality and purchase decisions.
10. Brand image does not mediate the relationship between e-WOM and purchase decisions.

REFERENCES

Aghni, S. Y., & Ramadhan, S. W. (2024). The Influence of Product Quality, Price, and Promotion on the Purchase Decision of Surabaya Pudding. Management & Accounting Research Journal Global, 8(1), 1–12.

Al Arif, M. I., Meilina, R., & Soedjoko, D. K. H. (2025). The Influence of Product Quality, Promotion, and Price on the Purchase Decision of Eat Sambel. Proceedings of the National Symposium on Management and Business, 4, 249–257. https://doi.org/10.29407/y3ctpj23

Andhini, R. M., Maskan, M., & Permatasari, I. R. (2025). The Influence of Content Marketing and Electronic Word of Mouth on Purchase Decisions at Baegopa House of Hungry Restaurant in Malang. Ekopedia: Scientific Journal of Economics, 1(3), 1735–1747. https://doi.org/10.63822/wfr6v250

Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th ed.). McGraw-Hill Education.

Boyd, H. W., Walker, O. C., & Larreche, J.-C. (1998). Marketing Management: A Strategic Approach with a Global Orientation (3rd ed.). McGraw-Hill.

Bungin, Burhan. 2018. Quantitative Research Methodology: Communication, Economics, Public Policy, and the Social Sciences. Jakarta: Kecana Prenada Media Group.

Daya, J. S., Rosa, T., & Tamba, M. (2022). The Influence of Price, Product Quality, and Brand Image on Purchase Decisions for “The Sandals” Products from PT. Razer Brothers. Journal of Administration and Management, 12(1), 86–98. https://doi.org/10.52643/jam.v12i1.2112

Fadlilah, A. A. N., & Muanas, A. (2025). The Role of Brand Image in Mediating the Effects of Product Quality and Price on Purchase Decisions. Journal of Accounting and Finance Management, 6(2), 583–597. https://doi.org/10.38035/jafm.v6i2.1860

Ghozali, I. (2018). Application of Multivariate Analysis Using IBM SPSS 25 (9th Edition). Diponegoro University Press.

Gracia, B. A., Dipayanti, K., & Nufzatutsaniah, N. (2024). The Effect of Price on Consumer Purchase Decisions. Journal of Competitive Marketing, 7(3), 275–292. https://doi.org/10.32493/jpkpk.v7i3.41049

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage Learning.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Handayanto, E., & Fuadiputra, I. R. (2024). Study of the Relationship Between e-WOM and Purchase Decision and Brand Image as a Mediating Variable. International Journal of Economics and Management Research, 3(3), 371–386. https://doi.org/10.55606/ijemr.v3i3.436

Hardiansyah, M. M., & Khuzaini, K. (2024). The Influence of Product and E-WOM on Purchase Decisions Mediated by Brand Image (A Study of Lorions Kopi Magetan). Journal of Management Science and Research (JIRM), 13(1).

Hawkes, M. (2023). Local Consumer Review Survey 2023: Customer Reviews and Behavior. BrightLocal. https://www.brightlocal.com/research/local-consumer-review-survey-2023/

Irona, V. D., & Triyani, M. (2022). Factors influencing consumer behavior: product quality, price, and promotion (SMM literature review). Journal of Multidisciplinary Sciences, 1(1), 174–185. https://doi.org/10.38035/jim.v1i1.26

Islamiah, F., Rusmiati, R., & Adawiah, R. (2023). The role of brand image as a mediator in the influence of product quality and price on purchase decisions. FORUM EKONOMI: Journal of Economics, Management, and Accounting, 25(3), 472–479. https://doi.org/10.30872/jfor.v25i3.13626

Kariandika, I., Amrita, N., Winangun, I., & Trinata, I. (2025). The Influence of Social Media on the Formation of Perceptions and Purchase Decisions Among Generation Z Consumers. Journal of Economics, Management, Business, and Accounting Review, 5(2), 10–10. https://doi.org/10.53697/emba.v5i2.3679

Khairunnisa, S., Muhlisin, S., & Yono, Y. (2023). The Influence of Product Knowledge, Religiosity, and Product Quality on the Purchase Decision of Halal Processed Food Products in Bogor City. El-Mal: Journal of Islamic Economics & Business Studies, 4(2), 473–491. https://doi.org/10.47467/elmal.v4i2.1669

Kotler, P., & Keller, K. L. (2021). Marketing Management (16th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2008). Marketing Strategy (13th ed.). Jakarta: Erlangga Publishers.

Krsmanović, I., Tijana Urošević, T., & Nikitović, A. (2024). The Influence of Instagram Promotions on Young People's Purchasing Decisions: A Study on Persuasion, Credibility, and Influencer Impact – DOI UBKG. 10th International Scientific Conference on Technics, Informatics, and Education, 220–226. https://doi.ub.kg.ac.rs/doi/zbornici/tie24-220k/

Kusumaningrum, D. A., & Christian, F. (2023). The Influence of Product, Price, Promotion, and Location on Purchase Decisions for Fusion Cakes at AMKC Atelier Jakarta. Journal of Business Disruption, 6(2), 227–237. https://doi.org/10.32493/drb.v6i1.25476

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Lase, V. M., Laia, O., Zalukhu, Y., & Mendrofa, Y. (2025). The Influence of Brand Image and Price on the Purchase Decision of Pastry Products at CV. Wery Group. Journal of Innovative and Creativity, 5(2), 19851–19862. https://doi.org/10.31004/joecy.v5i2.3039

Lee, H.-M., Kang, J.-W., & Namkung, Y. (2021). Instagram Users' Information Acceptance Process for Food Content. Sustainability, 13(5). https://doi.org/10.3390/su13052638

Millah, F., & Sujani, S. (2024). The Influence of Product Quality, Word of Mouth, and Location on Consumer Purchase Decisions at Joe Cafe Menganti Gresik. Journal of Economics, Business, and Social Sciences, 2(3), 93–103.

Miskiyah, Z., Zunaidi, A., Almustofa, S., & Suhardi, M. (2022). Fiscal Policy from the Perspective of Islamic Macroeconomics. Istithmar, 6(1), 69–83. https://doi.org/10.30762/istithmar.v6i1.33

Mufian, H. F., & NS, B. (2024). The Influence of Product Quality, Price Perception, and Location on Purchase Decisions for Chiclin Products. ECo-Buss, 7(1), 329–341. https://doi.org/10.32877/eb.v7i1.1454

Mukhlish, M., & Budiarti, A. (2022). THE EFFECT OF PROMOTION AND PRODUCT QUALITY, MEDIATED BY BRAND IMAGE, ON PURCHASE DECISIONS. ECOTECHNOPRENEUR: Journal of Economics, Technology, and Entrepreneurship, 1(01), 82–99. https://doi.org/10.62668/ecotechnopreneur.v1i01.51

Natania, A. T., & Dwijayanti, R. (2024). The Use of Digital Platforms as a Marketing Tool for MSMEs. Journal of Business Education (JPTN), 12(1), 1–8. https://doi.org/10.26740/jptn.v11n3.p343-351

Nugraha, M., Wiyadi, W., & Nasir, M. (2026). Brand Image as a Mediator between Promotion, Price, Consumer Attitude, and Purchase Decision of Kao Products. International Journal of Social Science Research and Review, 9(3), 67–85. https://doi.org/10.47814/ijssrr.v9i3.3215

Nuryanti, N., Fawazi, M. H., Basuki, H., & Wati, J. A. (2024). The Influence of Brand Image on Purchase Decisions. Journal of Education and Entrepreneurship, 12(1), 299–310. https://doi.org/10.47668/pkwu.v12i1.1111

Ovalia, O., & Rahmawati, M. D. (2024). The Roles of Prices, Promotions, and Service Quality in Enhancing Consumers' Purchase Decision Making on Shopeefood with e-WOM as an Intervening Variable. Proceedings of Forum Manajemen Indonesia's International Conferences, 1, 302–322. https://www.journal.jis-institute.org/index.php/fmiic/article/view/2185

Pangestu, A. P., Ayuanti, R. N., & Saputra, B. M. (2025). The Influence of Price and e-WOM on Consumer Purchase Intentions with Brand Image as a Mediating

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Variable at the Mixue Ice Cream & Tea Branch on Kapten Tendean Street. Benefit: Journal of Business, Economics, and Finance, 3(2), 2402–2414. https://doi.org/10.70437/benefit.v3i2.1393

Pranoto, F., Haryono, P. M. B., & Assa, A. F. (2022). The Effect of Service Quality and Price on Purchase Decisions Mediated by Brand Image. Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT), 2(2), 67–77. https://doi.org/10.51715/husocpument.v2i2.155

Ramadhania, E. N., Ayuanti, R. N., & Saputra, B. M. (2025). The Role of Brand Image in Mediating the Effects of Halal Labels and Word-of-Mouth on Purchase Decisions (A Study of UD. Citra Mandiri Potato Chips). Benefit: Journal of Business, Economics, and Finance, 3(2), 2415–2428. https://doi.org/10.70437/benefit.v3i2.1394

Reza, O. C. M., Diana Ambarwati, & Nuril Aulia Munawaroh. (2026). The Influence of Promotion, Price Perception, and Product Quality on Purchasing Decisions: Mediation by Brand Image and Moderation by Word-of-Mouth Among Consumers of SMEs in Kampung Tahu, Kediri. Journal of Motivation Management, 22(1), 991–1007. https://doi.org/10.29406/jmm.v22i1.8589

Schiffman, L., and L. L. Kanuk. Consumer Behavior. 7th ed. Jakarta: Indeks, 2008.

Sekaran, U. and Bougie, R. (2020). Research Methods for Business: A Skill-Building Approach (5th ed.). Wiley.

Setiadi, N. J. (2003). Consumer Behavior. Prenada Media Group.

Shalihah, A. R., Monoarfa, T. A., & Kusumaningtyas, D. P. (2024). The Influence of Viral Marketing, Product Quality, and Perceived Price on Purchase Intention through Brand Image as a Mediating Variable for Bittersweet by Najla Products. Journal of Business, Management, and Finance, 5(02), 257–276. https://doi.org/10.21009./JBMK.005.2.7

Sinaga, O. S., Butarbutar, N., & Sudirman, A. (2025). The Role of Electronic Word-of-Mouth in Moderating the Relationship Between Food Quality and Consumer Purchase Decisions at Pizza Hut Pematangsiantar. eCo-Buss, 8(2), 1671–1684. https://doi.org/10.32877/eb.v8i2.3336

Sri Lestari, D., Augustinah, F., Listyawati, L., & Kasmawati. (2022). The Influence of Price and Location on Consumer Purchase Decisions at Bukit Amaish Café and Resto in Parepare, South Sulawesi. JIABI, 7(2), 1–15. https://doi.org/10.54066/jbe.v7i2.214

Stephenson, J., Subagiyo, & Noviarti. (2024). Analysis of the Influence of Product Quality, Price, and Promotion on Consumer Purchase Decisions and Brand Image as an Intervening Variable at Imagine Signature, a Company in the Interior Design

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Services Industry. Satya Mandiri Journal of Management and Business, 10(2), 51–61. https://doi.org/10.54964/satyamandiri.v10i2.487

Talahatu, I. (2024). The Influence of Brand Awareness, Brand Associations, Perceived Quality, and Brand Image on the Purchase Decision of Liquid Body Soap in Ambon City. Journal of Applied Administration, 3(1), 315–322. https://doi.org/10.31959/jat.v3i1.2664

Toruan, J. Winando L., Noer, Z., & Ilvira, R. F. (2023). Consumer Preferences in Purchase Decisions for Processed Fruit Products on Food Delivery E-Commerce Platforms in Medan. Proceedings of the National Seminar on Agricultural Development and Vocational Education, 4(1), 42–51. https://doi.org/10.47687/snppvp.v4i1.629

Umar, M. K., & Santosa, A. (2025). The Influence of Product Quality, Brand Image, and Price Perception on Generation Z's Purchase Decisions for Sofdoh Sourdough Products in the Special Region of Yogyakarta. Journal of Accounting Law Communication and Technology, 2(2), 1071–1085. https://doi.org/10.57235/jalakotek.v2i2.6677

Wahyuni, S., & Mariah. (2022). The Influence of Viral Marketing and Product Quality on Purchase Decisions for Sang Pisang Trendy Food. KALBISIANA Journal of Science, Business, and Technology, 8(4), 4674–4681.

Wasik, Z., Nugroho, K.C., & Mahjudin. (2023). The Effect of Price Perception, Product Quality, and Promotion on Purchasing Decisions Mediated by Brand Image. International Journal of Advanced Engineering and Management Research, 08(05), 16–29. https://doi.org/10.51505/ijaemr.2023.8502

Yaqin, M. N., Askafi, E., & Arisyahidin, A. (2023). The Role of Brand Image as a Mediator of the Influence of Product Price and Quality on Purchase Decisions: Eksis: Journal of Economic and Business Research, 18(1), 27–44. https://doi.org/10.26533/eksis.v18i1.1213

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.