







# The Influence of Promotion, Product Quality, and Online Customer Reviews on Purchase Decisions of AQUA Products Through Brand Image as a Mediating Variable Among Students of University of Nottingham Ningbo China

YANG Jia Shan<sup>1</sup>, Hetty Karunia Tunjungsari<sup>2</sup>, Septihani Michella Wijaya<sup>3\*</sup>,  
and Vincent Samuel Surya<sup>4</sup>

<sup>1,3,4</sup> University of Nottingham Ningbo 315104, China

<sup>2</sup> Universitas Tarumanagara, 11440, Indonesia

michellaseptihani01@gmail.com

**Abstract.** This study aims to analyze the influence of promotion, product quality, and online customer reviews on the purchase decisions of AQUA bottled water products, with brand image serving as a mediating variable among students of the University of Nottingham Ningbo China (UNNC). The research background highlights AQUA's dominant position in Indonesia's bottled drinking water (AMDK) market and the need to understand key marketing factors that affect consumer decisions, particularly among young consumers with entrepreneurial characteristics. Using a quantitative approach and survey method, questionnaires were distributed to 748 respondents, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that promotion, product quality, and online customer reviews have a significant positive effect on brand image, which subsequently influences purchase decisions. Moreover, brand image acts as a strong mediating variable, bridging the effects of the three independent variables on purchase decisions. These results provide valuable insights for marketing strategy development and brand management within the bottled water industry, while also contributing to the academic literature on marketing management..

**Keywords:** Promotion, Product Quality, Online Customer Review, Brand Image, Purchase Decision, AQUA..

## 1 Introduction

The bottled drinking water (AMDK) industry in Indonesia has experienced remarkable growth over the past decades, driven by rising public awareness of the importance of consuming clean and safe drinking water [1]. Alongside rapid population growth and urbanization, demand for bottled water continues to increase. Consumers now place greater emphasis on hydration and product quality, leading to more competition among

brands. Despite the presence of many players, AQUA has long maintained its position as the market leader and pioneer in the Indonesian AMDK industry.

AQUA commands around 50% of Indonesia's bottled water market share, far surpassing competitors such as Le Minerale, Cleo, Club, Prima, 2Tang, Oasis, and Super O2, each holding only 1–5%. This dominant position demonstrates AQUA's consistent success, achieved not only through superior product quality but also through effective promotional strategies and a strong brand image. AQUA's dominance is sustained by its deep understanding of consumer behavior and its ability to align marketing activities with consumer expectations for safe, high-quality drinking water.

Promotion refers to marketing efforts aimed at introducing, raising awareness of, and motivating consumers to purchase specific products or services [2]. AQUA's promotional strategies include television and social media advertising, discounts, and event sponsorships. These efforts are not limited to increasing sales but also serve to strengthen brand recognition and maintain customer loyalty.

Product quality plays an equally vital role in influencing consumer purchasing decisions. It reflects how well a product meets or exceeds customer expectations in terms of safety, durability, packaging, and taste. AQUA's success is largely attributed to its high product standards safe and environmentally friendly packaging, consistent taste, and dependable quality which distinguish it from competitors and foster long-term consumer trust.

In the digital era, online customer reviews [3] have become a powerful influence on consumer decisions. Through platforms such as social media, customers share feedback that shapes others' perceptions of product reliability and brand credibility. Positive reviews enhance brand image and consumer trust, while negative ones can quickly damage reputation. For AQUA, maintaining a positive digital presence helps reinforce its brand image as a trusted, high-quality bottled water provider.

Brand image, defined as the overall perception consumers hold about a brand [4], emerges from accumulated experiences, marketing communication, and consumer interaction. A strong brand image enhances loyalty and purchase intention. AQUA's brand image is built upon consistent product quality, impactful promotions, and favorable online feedback earning it a reputation as the most reliable bottled water brand in Indonesia.

This research focuses on students at the University of Nottingham Ningbo China (UNNC), an international branch campus of the University of Nottingham UK located in Ningbo, China. As an overseas campus with a diverse international student population, UNNC provides a unique cross-cultural consumer environment. Many Indonesian students studying at UNNC remain familiar with Indonesian products such as AQUA, while international students are exposed to global bottled water brands. This context offers a relevant setting to examine how promotion, product quality, and online customer reviews shape brand image and purchasing decisions within an international academic environment.

Furthermore, as a university emphasizing entrepreneurship, innovation, and global market awareness, UNNC students are expected to possess higher sensitivity toward branding and marketing strategies. Their purchasing behavior may therefore reflect

more analytical and brand-conscious decision-making processes compared to the general population. The university's environment provides an ideal context to explore consumer behavior, particularly among young adults with entrepreneurial mindsets. A pre-survey conducted among 45 students revealed that 95.5% of respondents prefer familiar and well-known brands. Specifically, 53.3% strongly agreed and 42.2% agreed that brand image influences their purchase decisions. Moreover, 51.1% strongly agreed that brand image plays a crucial role in their decision-making, while 33.3% also considered price and product quality. These findings confirm that a strong brand image significantly shapes students' purchasing preferences.

Psychologically, students tend to associate brand image with lifestyle and identity. As a generation highly influenced by social trends, they view brands not only as indicators of quality but also as symbols of social belonging and personal expression. Products with a "cool" or reputable image foster pride and acceptance within social groups. This supports the argument that brand image functions both as a marker of quality and as a reflection of aspirational lifestyle values.

Furthermore, Universitas Nottingham's entrepreneurship-oriented learning model aligns closely with this study. The university's Seven Entrepreneurial Spirits including Market Sensitivity, Calculated Risk Taking, and Persistence highlight the importance of understanding market behavior, evaluating risk, and maintaining product loyalty. These principles mirror how students assess brands like AQUA, making this setting particularly relevant for studying purchasing behavior in the AMDK industry.

Thus, this research aims to investigate how promotion, product quality, and online customer reviews influence brand image and, in turn, affect purchase decisions of AQUA products among Universitas Nottingham students. The findings are expected to provide deeper insight into consumer behavior and contribute to the development of effective marketing strategies.

## **2 Literature Review**

### **2.1 Promotion**

Promotion is a key element of the marketing mix that serves as both a communication tool and a persuasive instrument for influencing consumer behavior [5]. It communicates information, builds awareness, and encourages purchasing behavior in line with consumer needs. promotion as a communication technique that employs media such as television, posters, billboards, radio, and digital channels to convey messages and attract potential buyers [6]. Similarly view promotion as a competitive strategy designed to inform, persuade, and remind consumers of a brand's existence [7].

### **2.2 Product Quality**

Product quality refers to the characteristics and performance of a product in fulfilling consumer needs and satisfaction [8]. High quality strengthens consumer trust and creates a long-term relationship between buyers and firms [9]. product quality involves

durability, reliability, accuracy, and ease of use factors that shape consumers' evaluation of value [10]. five main indicators of product quality are: (1) Performance, the core benefit or main function; (2) Reliability, the likelihood of consistent functioning; (3) Conformance to Specification, the degree of compliance with standards; (4) Durability, the lifespan of use; and (5) Aesthetics, the visual appeal that enhances consumer preference [11],

### **2.3 Online Customer Review (OCR)**

Online customer reviews are digital feedback provided by consumers based on their experience with a product or service. They function as a reference for future buyers and reduce perceived risk in online purchases [12]; [13]. OCRs as platforms where consumers express opinions about a brand or product [14], stress that OCRs significantly influence purchasing decisions because they represent authentic consumer voices [15]. identify five key indicators: Perceived Usefulness, Source Credibility, Argument Quality, Valence (positivity or negativity of reviews), and Volume of Reviews [16].

### **2.4 Brand Image**

Brand image is the overall impression and perception formed by consumers through accumulated information and experiences [17]. It plays a central role in building brand strength and distinguishing a company from competitors. brand image as consumer perception reflected through brand associations that enhance product differentiation [18]. note that both positive and negative views about a brand influence memory and decision-making [19]. brand image comprises: Brand Identity, Brand Personality, Brand Associations, Brand Attitude and Behavior, and Brand Benefits or Utility [20].

### **2.5 Purchase Decision**

The purchase decision is the process by which consumers select a product or service after evaluating available alternatives. It involves identifying needs, searching for information, assessing options, and making a final choice [21] [22]. five indicators: Product Choice, Purchase Channel Selection, Purchase Timing, Purchase Quantity, and Payment Method [23].

### **2.6 Conceptual Framework and Mediation Justification**

Brand image is positioned as a mediating variable based on signaling theory and consumer perception theory. According to signaling theory, marketing activities such as promotion, product quality cues, and online customer reviews act as signals that reduce information asymmetry between companies and consumers. These signals shape consumers' cognitive evaluations, which are then internalized into brand perceptions.

Promotion creates awareness and emotional associations, product quality builds functional trust and perceived value, while online customer reviews enhance credibility

through electronic word-of-mouth mechanisms. However, consumers do not directly convert these marketing stimuli into purchase decisions. Instead, they first form an overall perception of the brand. This perception, conceptualized as brand image, becomes a psychological filter through which purchase decisions are made.

From a consumer behavior perspective, purchase decisions are largely perception-driven rather than stimulus-driven. Therefore, promotion, product quality, and online reviews influence purchasing decisions indirectly by shaping brand image first. A strong brand image reduces perceived risk, enhances trust, and increases purchase confidence.

Based on this theoretical reasoning, brand image is hypothesized to mediate the relationship between promotion, product quality, online customer reviews, and purchase decisions.

The conceptual model of this study proposes that promotion (X1), product quality (X2), and online customer reviews (X3) influence brand image (Z), which subsequently affects purchase decisions (Y). Direct paths from the independent variables to purchase decisions are also tested to determine whether brand image functions as a partial or full mediator.

### 3 Methodology

This study employs a descriptive quantitative approach aimed at explaining the relationships between promotion, product quality, online customer reviews, brand image, and purchase decisions of AQUA products. The descriptive method provides a comprehensive understanding of factors influencing purchasing behavior without manipulating variables [24]. A cross-sectional design was used, collecting data at a single point in time to analyze existing phenomena and relationships. The study population consisted of approximately 3,500 students from Universitas Nottingham, and the sample size of 748 respondents was determined using the Slovin formula with a 5% margin of error [24]. Sampling was conducted using purposive sampling targeting students who had purchased and consumed AQUA at least once. Data were collected using an online questionnaire distributed via Google Forms through WhatsApp and social media platforms commonly used by students.

Each variable was measured using a five-point Likert scale from “strongly disagree” (1) to “strongly agree” (5). Indicators for promotion were adapted including advertising, personal selling, sales promotion, word of mouth, and direct marketing. Product quality [11], covering performance, reliability, conformance, durability, and aesthetics. Online customer reviews [16] with dimensions such as perceived usefulness, source credibility, argument quality, valence, and volume of reviews. Brand image was measured using indicators [20], including brand identity, personality, associations, attitudes, and benefits, while purchase decision items [23], consisting of product selection, purchasing channel, timing, quantity, and payment method.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software [25]. The analysis included testing the outer model

for validity and reliability and the inner model for the relationships among latent variables. The coefficient of determination ( $R^2$ ) assessed the explanatory power of independent variables [26], while the effect size ( $F^2$ ) determined the magnitude of influence [27]. Path coefficients measured the strength and direction of relationships [28], significance was evaluated using p-values ( $<0.05$ ) and t-statistics ( $>1.96$ ) [28]. Through these analyses, the study aims to identify the influence of promotion, product quality, and online customer reviews on brand image and purchase decisions of AQUA products among Universitas Nottingham students.

## 4 Data Analysis and Discussion

The study involved 748 active students from Universitas Nottingham, selected through purposive sampling based on their experience in purchasing AQUA products. The majority of respondents were male (59.8%) and aged between 21–23 years (71%), representing a group of young adults familiar with digital marketing activities. Most participants (68.3%) were enrolled in the International Business Management Regular Class, indicating that the sample predominantly consisted of business-oriented and marketing-aware students.

Descriptive statistical analysis showed that all variables promotion, product quality, online customer reviews, brand image, and purchase decisions received high average scores ranging between 3.5 and 4.0 on a five-point Likert scale. Promotion was perceived as effective in delivering clear and attractive product information (mean 4.00), though direct promotional messages were less impactful (mean 3.74). Product quality indicators also scored highly (means 3.82–3.93), suggesting strong consumer confidence in AQUA's performance, durability, and packaging design. Online customer reviews showed moderate to high influence (means 3.54–3.74), with respondents finding online reviews helpful and logical but expressing moderate trust in their sources. Brand image indicators (means 3.76–3.85) confirmed that AQUA is perceived as a reliable and high-quality brand, though it could improve its perceived innovativeness. Purchase decision indicators (means 3.77–3.90) demonstrated that product quality and positive reviews significantly encouraged loyalty and repeat purchases.

The Structural Equation Modeling (SEM-PLS) analysis confirmed the validity and reliability of all constructs. All outer loading and Average Variance Extracted (AVE) values exceeded 0.5, while Cronbach's alpha and composite reliability values were above 0.7, indicating strong internal consistency. Discriminant validity tests using the Fornell-Larcker criterion and cross-loading also confirmed that each variable was distinct and well-measured. The  $R^2$  value for brand image was 0.565, meaning 56.5% of its variance was explained by promotion, product quality, and online customer reviews, while the  $R^2$  value for purchase decision was 0.662, showing that 66.2% of purchase decisions were explained by brand image and the three independent variables. These results indicate a strong explanatory power of the model.

#### 4.1 Mediation Analysis (Bootstrapping Test)

To examine the mediating role of brand image, a bootstrapping procedure with 5,000 resamples was conducted using SmartPLS. The indirect effects were assessed based on path coefficients, t-statistics, and p-values.

The results indicate:

- Promotion → Brand Image → Purchase Decision  
 $\beta = 0.034, t > 1.96, p < 0.05$
- Product Quality → Brand Image → Purchase Decision  
 $\beta = 0.144, t > 1.96, p < 0.05$
- Online Customer Review → Brand Image → Purchase Decision  
 $\beta = 0.135, t > 1.96, p < 0.05$

All indirect effects are statistically significant, confirming that brand image mediates the relationship between the independent variables and purchase decisions.

To determine the type of mediation, the Variance Accounted For (VAF) was examined. Since both direct and indirect effects remain significant, brand image functions as a **partial mediator**, indicating that promotion, product quality, and online customer reviews influence purchase decisions both directly and indirectly through brand image.

This result strengthens the theoretical argument that consumer perception, represented by brand image, is a key psychological mechanism linking marketing stimuli to behavioral outcomes.

The  $F^2$  test revealed that promotion and brand image had the largest direct effects on purchase decisions, while online reviews and product quality contributed more significantly to building brand image. The  $Q^2$  test results further showed high predictive relevance for both endogenous variables, indicating the model's robustness. The hypothesis testing results demonstrated that all proposed relationships were statistically significant ( $p < 0.05$ ;  $t > 1.96$ ). Promotion ( $\beta = 0.370$ ), product quality ( $\beta = 0.124$ ), and online customer reviews ( $\beta = 0.107$ ) each had positive and significant effects on purchase decisions. Moreover, promotion ( $\beta = 0.094$ ), product quality ( $\beta = 0.395$ ), and online reviews ( $\beta = 0.371$ ) also positively affected brand image, which in turn significantly influenced purchase decisions ( $\beta = 0.364$ ). Indirect effect testing confirmed that brand image acted as a strong mediator between these independent variables and purchase decisions, particularly for product quality ( $\beta = 0.144$ ) and online reviews ( $\beta = 0.135$ ).

The findings demonstrate that attractive and consistent promotions increase brand awareness and purchasing behavior, high product quality strengthens brand trust and perceived value, and online reviews enhance credibility and consumer confidence.

From a managerial perspective, AQUA should continue to develop creative, informative, and integrated promotional strategies across digital platforms to reinforce brand perception and consumer engagement. Maintaining consistent product quality remains essential to sustain consumer trust and brand loyalty. Managing online customer reviews actively by encouraging positive feedback and responding to negative comments can further strengthen brand reputation and influence purchasing behavior. Given that brand image plays a mediating role, companies must focus on customer-

centric approaches, innovation, and corporate responsibility to enhance brand equity and long-term loyalty.

However, this study has limitations. It focuses solely on university students from one institution, limiting generalizability. The use of self-reported questionnaires may introduce response bias, and the study only considers five variables, excluding others such as price, brand loyalty, or availability. Future research could expand the respondent base, combine quantitative and qualitative methods, and include additional factors to achieve a more comprehensive understanding of consumer behavior toward bottled water products like AQUA.

## 5 Conclusion and Recommendations

Based on the results of data analysis using the Partial Least Squares Structural Equation Modeling (SEM-PLS) method, this study concludes that all independent variables promotion, product quality, and online customer reviews have a significant effect on consumers' purchase decisions for AQUA products, both directly and indirectly through brand image as a mediating variable. Among these, promotion emerged as the strongest factor influencing purchase decisions directly, indicating that creative and persuasive marketing efforts effectively drive consumer behavior. Product quality also showed a significant influence on purchase decisions, though much of its effect was transmitted through brand image. Meanwhile, online customer reviews had a smaller direct impact but made a substantial indirect contribution by shaping a positive brand image that, in turn, strengthened purchase intention. Overall, brand image proved to be a strong and significant mediator, highlighting that consumers' perceptions of the brand are central to their purchasing decisions and that building a favorable brand image is a key strategy for sustaining market competitiveness.

From a managerial perspective, AQUA and other companies in the bottled water industry are encouraged to maintain continuous and integrated promotional efforts, especially through digital and social media platforms to effectively reach younger consumers. Informative, creative, and consistent promotional campaigns can enhance both brand perception and sales performance. Maintaining high product quality in terms of taste, packaging, and safety remains essential, as it builds long-term trust and consumer loyalty. Companies should also actively monitor and respond to online customer feedback to foster engagement and improve brand reputation.

However, several limitations should be acknowledged. First, the study focuses exclusively on students from the University of Nottingham Ningbo China, which may limit external validity. The respondents share relatively similar educational backgrounds, age ranges, and socioeconomic characteristics, potentially resulting in respondent homogeneity bias.

Second, the use of self-reported questionnaires introduces the possibility of common method bias and perception bias, as respondents may provide socially desirable answers or overestimate their purchasing rationality.

Third, as many respondents are Indonesian students studying abroad, cultural attachment to Indonesian brands such as AQUA may influence responses. This cross-cultural

emotional bias may strengthen brand image evaluations beyond objective product assessment.

Fourth, the cross-sectional design captures consumer perceptions at only one point in time, limiting the ability to infer long-term causal relationships.

Future research is encouraged to include more diverse demographic groups, apply longitudinal designs, and incorporate experimental or mixed-method approaches to reduce bias and improve generalizability.

For future research, it is recommended to expand the population and sample beyond one university to increase generalizability. Incorporating additional variables such as price, brand loyalty, or customer experience could also provide a more comprehensive understanding of the factors influencing consumers' purchasing decisions toward bottled water products like AQUA.

## References

1. Liputan. (2024, November 20). Mengenal AMDK adalah: Panduan lengkap air minum dalam kemasan. *liputan6.com*. <https://www.liputan6.com/feeds/read/5774708/mengenal-amdk-adalah-panduan-lengkap-air-minum-dalam-kemasan>
2. Lindiani, L., Registiana, I., Fajrullah, F., dan Noviyanti, I. (2024). Analisis Strategi Promosi Bisnis UMKM Coffee Shop Dengan Menggunakan Media Sosial: Studi Kasus: Triple Seven Pangkalpinang. *Jurnal Bintang Manajemen*, 2(2), 75-93.
3. Sholikah, D. S., dan Ahmadi, M. A. (2024). Pengaruh Live Streaming, Online Customer Review, Dan Kualitas Produk Terhadap Keputusan Pembelian Merek Jims Honey. *Journal of Exploratory Dynamic Problems*, 1(4), 148-159.
4. Darmansah, A., dan Yosepha, S. Y. (2020). Pengaruh citra merek dan persepsi harga terhadap keputusan pembelian online pada aplikasi shopee di wilayah Jakarta Timur. *Jurnal Inovatif Mahasiswa Manajemen*, 1(1), 15-30.
5. Septyadi, M. A. K., Salamah, M., dan Nujiyatillah, S. (2022). Literature review keputusan pembelian dan minat beli konsumen pada smartphone: harga dan promosi. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 301-313.
6. Sianto, F., Thehumury, C., Holiwono, M., Putra, S. (2023). THE INFLUENCE OF INNOVATION AND PROMOTIONON CONSUMER PURCHASE DECISIONSON PANGSIT MIE PALU. *Review of Management and Entrepreneurship*. Volume 07, Number 01, April 2023
7. Marlius, D., dan Jovanka, N. (2023). Pengaruh harga dan promosi terhadap keputusan pembelian konsumen Y.O.U pada Hasanah Mart Air Haji. *Jurnal Economina*, 2(2), 476-490.
8. Aghitsni, W. I., dan Busyra, N. (2022). Pengaruh kualitas produk terhadap keputusan pembelian kendaraan bermotor di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, dan Akuntansi (MEA)*, 6(3), 38-51.
9. Feriyansyah, A., dan Venanza, S. (2021). Pengaruh kualitas produk terhadap keputusan pembelian handphone oppo di kota Pagar Alam. *Jurnal Aktiva: Riset Akuntansi Dan Keuangan*, 3(1), 44-53.
10. Vincencia, M., Christiani, N. (2021). THE EFFECT OF PRODUCT QUALITY, PRICE, ANDPROMOTION TOWARD STUDENTS' PURCHASEDECISION FOR TELKOMSEL PRODUCTS. *Review of Management and Entrepreneurship*. Volume 05, Number 02, October 2021

11. Melawati, A., Welsa, H., & Maharani, B. D. (2023). Pengaruh E-Service Quality dan E-Trust terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening pada Aplikasi Belanja Online Shopee. *Reslaj: Religion Education Social Laa Roiba Journal*, 5(6), 3015-3033.
12. Banjarnahor, A. R. (2021). Technology acceptance model and theory of planed behavior: Mapping literature review. *Golden Ratio of Mapping Idea and Literature Format*, 1(2), 134-168.
13. Ningsih, L. A. (2022). PENGARUH HARGA, KUALITAS PRODUK, *ONLINE CONSUMER REVIEWS*, DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN MELALUI MARKETPLACE SHOPEE SERTA TINJAUNNYA DARI SUDUT PANDANG ISLAM (Studi Kasus Pada Pengguna Shopee di Jakarta Utara) (Doctoral dissertation, Universitas YARSI).
14. Ardianti, A. N., dan Widiartanto, W. (2019). Pengaruh *online consumer review* dan *online consumer rating* terhadap keputusan pembelian melalui marketplace Shopee.(Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55-66.
15. Latief, F., dan Ayustira, N. (2020, October 2). *PENGARUH ONLINE COSTUMER REVIEW DAN CUSTOMER RATING TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK DI SOCIOILA*. Latief | Jurnal Mirai Management. <https://journal.stieamkop.ac.id/index.php/mirai/article/view/696/403>
16. Kamal, N., Sathiya, V., Jayashree, D., & Shajin, F. H. (2024). Analysis for Online Product Recommendation with recalling enhanced recurrent neural network-based sentiment. *Knowledge and Information Systems*, 66(7), 4309-4332.
17. Mutiara, M., dan Kristina, A. (2020). Pengaruh Brand Image Terhadap Implementasi Desain Interior Studi Kasus Museum Basket The Bucketlist, Bogor. , 4, 145. <https://doi.org/10.24912/jmishumsen.v4i1.7750.2020>.
18. Dam, S. M., dan Dam, T. C. (2021). Relationships between service quality, *brand image*, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
19. Mbete, G. S., dan Tanamal, R. (2020). *Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on shopee online purchase*. *Jurnal Informatika Universitas Pamulang*, 5(2), 100-110.
20. Hidayat, R., Menhard, M., Charli, C. O., Masnum, A., dan Hartoyo, B. (2023). Determination Purchase Intention and Purchase Decision: Brand Image and Promotion Analysis (Marketing Management Literature Review). *Dinasti International Journal of Economics, Finance dan Accounting (DIJEFA)*, 4(1).
21. Dharma, M. S., dan Herawati, W. (2025). Determinasi Citra Merek, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Jam Tangan G-Shock Pada Kalangan Mahasiswa. *Innovative: Journal Of Social Science Research*, 5(1), 2979-2991.
22. Pratama, P. P., Setiawan, A., dan Djajadikerta, H. (2024). Dari layar ke wajah: Augmented Reality (AR) sebagai alat bantu proses keputusan pembelian kosmetik di Indonesia. *INOBIIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 7(2), 222-231.
23. Sudirjo, F., Sutaguna, I. N. T., Silaningsih, E., Akbarina, F., dan Yusuf, M. (2023). The Influence Of Social Media Marketing And Brand Awareness On Cafe Yuma Bandung Purchase Decisions. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(3), 27-36.
24. Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan RdanD*. Bandung: Alfabeta.
25. Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., dan Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514-538.

26. Siregar, S. (2014). *Metode penelitian kuantitatif: Dilengkapi dengan perbandingan perhitungan manual dan SPSS*. Kencana.
27. Usakli, A., dan Kucukergin, K. G. (2018). Using partial least squares structural equation modeling in hospitality and tourism: Do researchers follow practical guidelines? *Tourism Management*, 71, 402-416.
28. Hair, J. F. (2014). *Multivariate data analysis* (7th ed.). Pearson.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License (<http://creativecommons.org/licenses/by-nc-nd/4.0/>), which permits any noncommercial use, sharing, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if you modified the licensed material. You do not have permission under this license to share adapted material derived from this chapter or parts of it.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

