

THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM), PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF URBAN LIP CREAM MATTE IMPLORA PRODUCTS AMONG UNIVERSITAS MALIKUSSALEH STUDENTS

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Abstract

This study aims to determine the effect of electronic word of mouth (ewom), price and product quality on purchasing decisions for Implora matte urban lip cream products among students of the Faculty of Economics and Business at Universitas Malikussaleh. The research method used by this study is a quantitative method with multiple linear regression analysis techniques. The population in this study were all active students of the Faculty of Economics and Business at Universitas Malikussaleh totaling 3426 students. To obtain a sample that can represent the population, the Hair formula was used in determining the sample. The number of respondents obtained was 110 respondents. The results of this study indicate that electronic word of mouth has no significant effect, while price and product quality significantly influence purchasing decisions for Implora matte urban lip cream products.

Keywords: *Electronic Word of Mouth, Price, Product Quality and Purchasing Decisions on Urban Lip Cream Matte Implora Products*

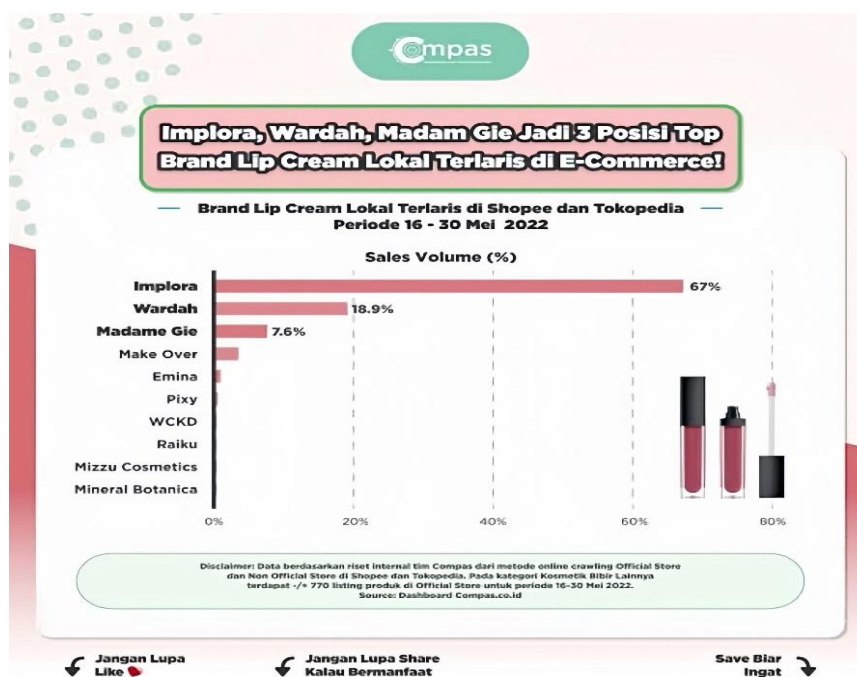
INTRODUCTION

In today's advanced millennial era, the world has experienced rapid development in all areas, including industry. Within this industrial sector, the cosmetics industry deserves special attention. A lifestyle that prioritizes an attractive and perfect appearance has made cosmetics a necessity, driving this industry's continued growth. The need for beauty has now become a priority to enhance appearance, especially among women, as it enhances their beauty, and one way to enhance it is through the use of cosmetics. Cosmetics have become a necessity that plays a crucial role in enhancing an attractive and charming appearance and boosting self-confidence for most people, especially women. Awareness of the importance of self-care and maintaining beauty is growing among the public, making cosmetics an essential part of women's daily lives. It's no surprise, then, that the demand for cosmetics is increasing every year. Beauty products sold on the market play a significant role in influencing consumers' decisions to choose products that are suitable for their skin type without posing health risks. This situation is driving the development of the cosmetics industry in Indonesia to continue innovating and producing quality products. Currently, there are many cosmetic brands that offer a wide variety of prices, from affordable to expensive, and also offer products with guaranteed quality. In 2019, there were 565 cosmetic industries, and by the end of 2023, the number of cosmetic industries reached 1,067. The growth of the cosmetics industry in Indonesia is predicted to continue until 2028. During the 2024-2028 period, the cosmetics industry in Indonesia is expected to experience an average growth of 5.35% annually (kompas.com, February 20, 2024). One of the most popular cosmetic categories is lipstick, which continues to be a staple in the beauty market because it is considered a daily necessity for many consumers. One local lipstick product is Implora lip cream. Implora lip cream is produced by PT Implora Sukses Abadi located in Sidoarjo in East Java, Implora is a local beauty brand that was founded in 2002. Implora lip cream has a variety of color variants so that it becomes its own attraction with the many color variants of Implora lip cream attracting customers to freely choose the color that suits them and they like, besides

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that one of the attractions of Implora lip cream is its economical and affordable price. Implora products have obtained distribution permits from the Food and Drug Supervisory Agency (BPOM) and have been halal certified, and have produced various kinds of products. According to research from NEWLAB +, the variation in Indonesian women's skin color is very diverse, ranging from ivory white, yellowish brown, brown, to black skin. Implora lip cream is also one of the local lipsticks that is not only suitable for various types of Indonesian women's skin colors, but also ideal for beginners who are learning makeup.



Sumber: compass.com (2022)

Gambar 1 Merek Lip Cream Lokal Terlaris Periode tahun 2022

From the image above, Implora's urban matte lip cream was the best-selling product on Shopee and Tokopedia in 2022. Implora lip cream sales were very strong, ranking first with 67% of sales volume, followed by several lip creams from other brands. However, in 2023-2024, Implora lip cream sales reversed from 2022, as shown in the table below.

Tabel 1
Data Penjualan Lip Cream pada Online Store Periode 2023-2024

Brand	2023	2024
Wardah	8.3%	10.5%
Implora	5.0%	1.9%
OMG	3.5%	4.9%
Hanasui	4.8%	5.4%
Madame Gie	5.5%	4.3%

Sumber: <https://compas.co.id/article/lipstik-terlaris/>

Table 1 shows that in the last 2 years, Urban Lip Cream Matte Implora experienced the most significant decline in sales compared to others, which was 3.1%. This is due to increasingly tight competition in the market. More and more cosmetic companies are competing to innovate in creating high-quality lip cream products, so it can be said that Implora has not been able to compete in increasing its sales. Urban Lip Cream Matte Implora with a net weight of 2.9 grams is around Rp. 24,000, while similar products such as OMG lip cream from PT. Paragon with a

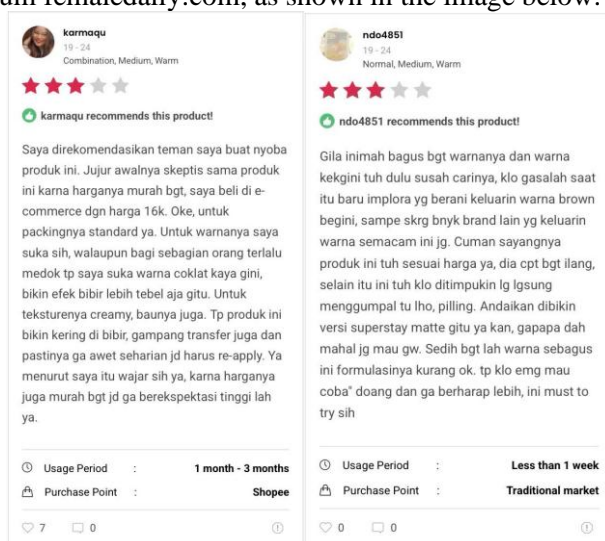
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net weight of 2.9 grams is around Rp. 26,000, and also like lip cream from the Hanasui brand which is priced at Rp. 25,000 with a net weight of 4 grams. From the comparison above regarding the net, where the net of Urban Lip Cream Matte Implora and OMG is the same, even with the Hanasui brand lip cream the net comparison is quite significantly more compared to Urban Lip Cream Matte Implora, with a price comparison that is not much different, which is around Rp. 1,000 - Rp. 2,000, the price of Urban Lip Cream Matte Implora can be said to be expensive for a quality that is very different from the competitor products mentioned.

With more and more cosmetic companies competing to innovate in creating high-quality lip cream products at affordable prices, it can be said that Implora has not been able to compete in this area, causing Urban Lip Cream Matte Implora to be abandoned by consumers. Meanwhile, Urban Lip Cream Matte Implora is expected to have a new formulation that is better in terms of quality in order to stimulate increased sales. In this era of increasingly advanced technology, anyone can easily express their opinions on social media, especially regarding advertised products. This phenomenon is known as electronic word of mouth (e-WOM). Electronic word of mouth is a social media marketing activity that includes information about the quality, quantity, and benefits of a product purchased by consumers through platforms such as Facebook, TikTok, X, Instagram, and other social media platforms (Azrullah, 2023).

Currently, there are many platforms and forums that allow social media users to share information about products, such as fimela.com, femaledaily.com, and beautydaily.id. In these forums, users can find various product reviews, both positive and negative. In addition to forums, social media users can also leave comments on Instagram accounts that promote a product. This facilitates access to information and helps convince potential consumers to buy the product. Based on open reviews through social media and platforms and forums that allow many people to share information about products that can be used as a reference in making purchasing decisions. As quoted from the TikTok account, an influencer named @y0urcocaine said that "I like the color of the Urban Lip Cream Matte Implora which has good pigmentation, but for comfort of use, the quality is still not good enough because when using Urban Lip Cream Matte Implora it makes the lips feel very dry and the end result is patchy." In addition, there are many positive and negative reviews about Urban Lip Cream Matte Implora that have been uploaded on the platform or forum femaledaily.com, as shown in the image below.



Source: femaledaily.com (2024)

Picture1 Consumer Reviews in the Femaledaily.com Forum

Based on voluntary reviews conducted by consumers on online forums, as illustrated in the previous image, electronic word of mouth, price, and product quality are interrelated. Comments can be made not only in online forums but also on Instagram accounts advertising Implora products. This facilitates access to information, thereby convincing potential consumers to purchase the product. This aligns with a previous study by Yulindasari and Fikriyah (2022), which showed that electronic word of mouth has a significant influence on purchasing decisions. With easy access to product information, companies are required to consistently maintain and improve product quality at affordable prices to convince and entice potential consumers to make a purchase. *Review* The data provided in online forums, as in Figure 1.2, shows that the role of price and product quality are factors that can

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satisfy consumers and become determinants in making purchasing decisions. Research conducted by Sumaryanto et.al., (2022) showed that the price variable has a positive and significant effect on purchasing decisions, namely 0.015. Furthermore, the results of research conducted by Rihayana et al., (2021) showed that quality has a positive and significant effect on purchasing decisions, namely 0.000 or less than 0.05.

Lip cream Implora is a cosmetic brand frequently used by the public. It is also a local beauty brand that markets to female customers, from teenagers to adults. Students from the Faculty of Economics and Business at Universitas Malikussaleh are no exception, as they frequently use Implora cosmetics, particularly the brand's Urban matte lip cream. This is evident from initial observations conducted in November 2024 on 30 students who had purchased Implora matte lip cream products, and the results are as follows:

Table 2 Implora Matte Lip Cream Consumer Observation Results 2024

No	Variables	Number of Respondents	Presentation
1	Electronic Word of Mouth	7	14.5%
2	Price	9	40.1%
3	Product Quality	7	14.5%
4	<i>Hedonism Lifestyle</i>	4	20.5%
5	<i>Brand Image</i>	3	10.4%
	Total	30	100%

Source: Processed primary data (2024)

Based on Table 2, the results of preliminary observations of Urban Lip Cream Matte Implora consumers at the Faculty of Economics and Business, Universitas Malikussaleh, show that there are three main variables chosen as reasons for their decision to purchase Urban Lip Cream Matte Implora products. First, Electronic Word of Mouth, chosen by 7 respondents with a percentage of 14.5%. Second, Price, chosen by 9 respondents with a percentage of 40.1%. Third, Product Quality, chosen by 7 respondents with a percentage of 14.5%.

LITERATURE REVIEW

The relationship between Electronic Word of Mouth (EWOM) and purchasing decisions 1

Electronic word of mouth (EWOM) plays a crucial role in influencing consumer purchasing decisions. This demonstrates that marketers can leverage the power of interpersonal networks to promote their products or services. The basic idea behind this concept is that electronic communication can serve as an effective tool for transforming communication networks into networks of influence, capturing recipients' attention, sparking interest, and ultimately driving sales. All of this automatically impacts consumer behavior in making purchasing decisions. This is in line with a previous study conducted by Yulindasari and Fikriyah (2022), which showed that electronic word of mouth has a significant influence on purchasing decisions, so H1: Electronic Word Of Mouth (EWOM) has a significant influence on purchasing decisions for Urban Lip Cream Matte Implora products among students of the Faculty of Economics and Business at Universitas Malikussaleh.

Relationship of Price to Purchasing Decisions

Price can be defined as the exchange value equivalent to money or other goods used to acquire a product or service. The function of price is to assign financial value to a product, whether it be goods or services. Prices are typically expressed as a number that reflects the exchange rate, thus indicating the quality of the goods or services. In line with this, research conducted by Marhamah et al (2023) showed that price has a positive and significant influence on customer loyalty, so H2: Price has a significant influence on purchasing decisions for Urban Lip Cream Matte Implora products among students of the Faculty of Economics and Business at Universitas Malikussaleh.

The relationship between product quality and purchasing decisions

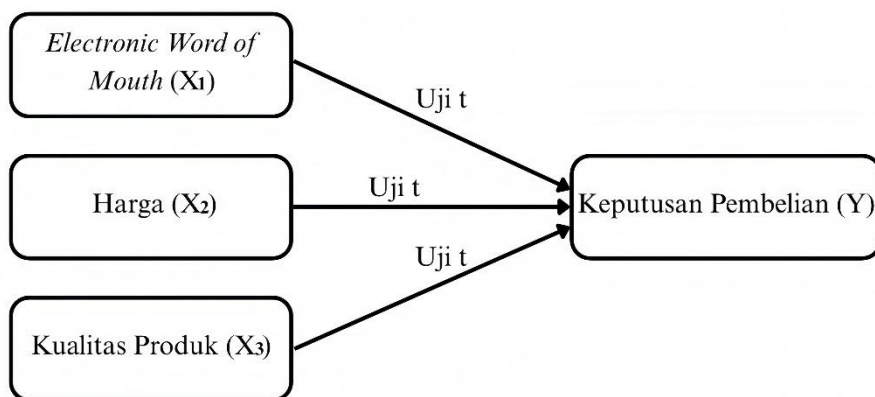
Good product quality will increase the likelihood of consumers deciding to make a purchase. Product quality is an important factor that consumers consider when choosing a product or service. As users, consumers will

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evaluate the product they are going to buy. If the product quality is satisfactory, consumers are more likely to purchase and use it. This is in line with research conducted by Indriyanti et al., (2022), which found that product quality influences purchasing decisions. Therefore, H3: Product quality has a significant effect on purchasing decisions for Urban Lip Cream Matte Implora products among students of the Faculty of Economics and Business at Universitas Malikussaleh.

Conceptual Framework



METHOD

This research will be conducted at the Faculty of Economics and Business, Universitas Malikussaleh, located on Jalan Kampus Bukit Indah, Blang Pulo Village, Muara Satu District, Lhokseumawe City, Aceh. The subjects will be students of the Faculty of Economics and Business who have purchased Implora urban lip cream matte. A population is a generalized area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2021). The population of this study was all active students from the Faculty of Economics and Business at Universitas Malikussaleh who had purchased Implora brand urban lip cream matte, an unknown number of whom had purchased it.

A sample is a subset of the population and its characteristics. If the population is large and researchers cannot study everything in the population, for example due to limited funds, manpower, or time, then researchers use samples drawn from that population (Sugiyono, 2021). It can be concluded that a sample is a subset of a group of people used in a study to obtain the desired data, with characteristics that reflect the population itself. The sampling technique used in this study was a non-probability sampling technique using the purposive sampling method, or purpose-based sampling. The sample determination in this study was carried out using the Hair formula. According to Hair et al., (2019), the Hair formula in the study had an unknown population size of the Faculty of Economics and Business students who had purchased Implora urban lip cream matte. In determining the sample, adjustments were made based on the number of questions in the questionnaire, assuming n_x (5-10) observations per variable. In this study, there were 22 statements, so it was decided that the minimum sample to be taken was with the following calculation:

$$\begin{aligned} \text{Sample} &= \text{number of indicators} \times 5 \\ &= 22 \times 5 \\ &= 110 \text{ respondents} \end{aligned}$$

Based on the calculations above, the sample in this study was 110 respondents.

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RESULTS AND DISCUSSION

Classical Assumption Test Results

Normality Test Results

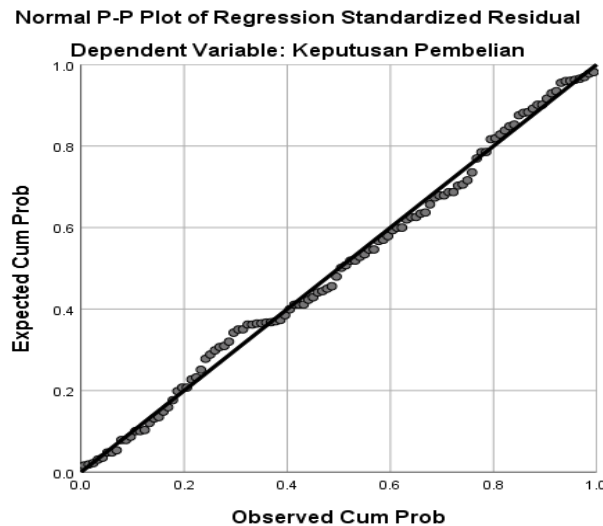
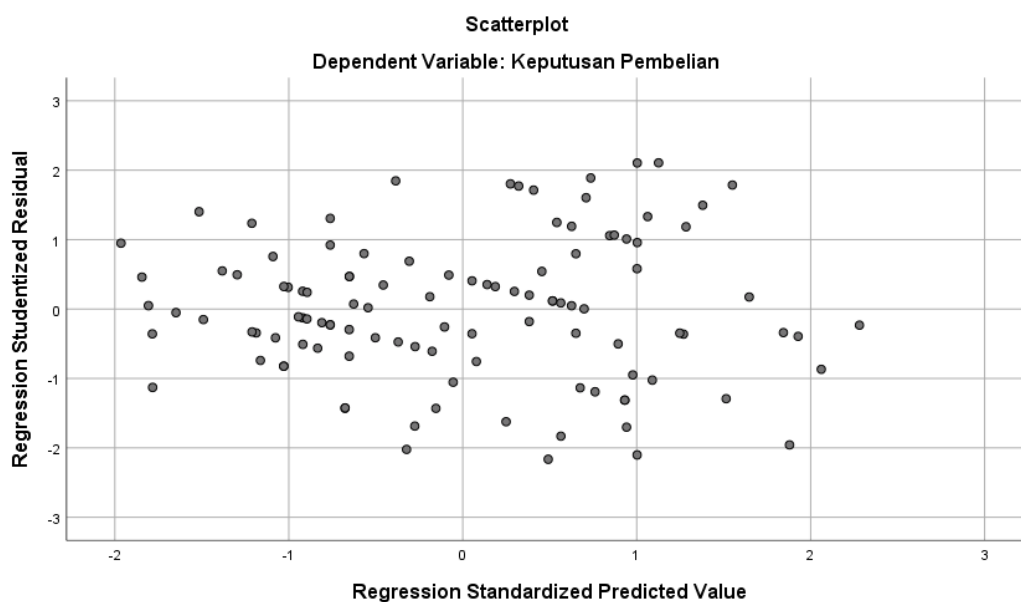


Figure 3 Normality Test ResultsPP Plot Of Regression Standardized Residual

Based on Figure 3, it shows that the data is spread around the diagonal line and follows the direction of the line. This indicates that the data In this study, the residuals are normally distributed. A model is said to have normally distributed residuals if the points on the normal probability plot graph are around the diagonal line, and the significance value of the Kolmogorov-Smirnov test exceeds the α value (0.05) used.

Heteroscedasticity Test Results



Source: Processed primary data (2025)

Figure 4 Normality Test ResultsPP Plot Of Regression Standardized Residual

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Based on Figure 4, the points appear to be randomly distributed above and below the zero line on the Y-axis without forming a specific pattern. This indicates that there are no symptoms of heteroscedasticity in the regression model, so the model can be used in this study.

Multicollinearity Test Results

Table 3
Multicollinearity Test Results

Variables	Tolerance	VIF
Electronic Word of Mouth(X1)	.824	1,214
Price (X2)	.856	1,168
Product Quality (X3)	.821	1,218

Source: Processed primary data (2025)

Based on Table 3, all variables show VIF values below 10 and tolerance values above 0.10. Thus, it can be concluded that there are no symptoms of multicollinearity in this study, so the model is suitable for use in the analysis.

Multiple Linear Regression Test

Table 4
Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	7,782	2,536		3,069	.003
	Electronic Word of Mouth(X1)	.220	.137	.145	1,603	.112
	Price (X2)	.400	.105	.338	3,812	.000
	Product Quality ((X3)	.180	.074	.220	2,427	.017

Source: Processed primary data (2025)

From the SPSS data processing results, the regression results are written as follows: $Y = 7.782 + 0.220 + 0.400 + 0.180 + \epsilon$. The interpretation of the equation above is as follows:

1. The α value of 7.782 is a constant or a state when the purchasing decision variable has not been influenced by other variables, namely the Electronic Word of Mouth (X1), Price (X2), Product Quality (X3) variables. If the independent variable is not present, the purchasing decision variable does not experience any change.
2. β_1 (regression coefficient value X1) of 0.220 indicates that the Electronic Word of Mouth variable has a positive influence on purchasing decisions, which means that every 1 unit increase in the Electronic Word of Mouth variable will influence purchasing decisions by 0.220.
3. β_2 (regression coefficient value X2) of 0.400 indicates that the Price variable has a positive influence on purchasing decisions, which means that every 1 unit increase in the Price variable will influence purchasing decisions by 0.400, assuming that the variable is feasible in this study.
4. β_3 (regression coefficient value X3) of 0.180 indicates that the Product Quality variable has a positive influence on purchasing decisions, which means that every 1 unit increase in the Product Quality variable will influence purchasing decisions by 0.180.

Results of the Determination Coefficient (R²) and Correlation Coefficient (R) Tests

Based on the test results above in table 4.16, it shows that The adjusted R² value is 0.285 or 28.5%. This indicates that electronic word of mouth, price, and product quality variables collectively influence purchasing decisions by 28.5%. Meanwhile, 71.5% of the variation in purchasing decisions is influenced by factors other than the variables examined in this study. These factors can include promotional influences, consumer psychology,

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product innovation, and consumer personal preferences, which are not included in this research model. Meanwhile, the correlation coefficient (R) value is 0.534 or 53.4%, indicating a correlation between the independent variable (X) and the dependent variable (Y). The closer the R value is to 1, the stronger the linear relationship between the independent and dependent variables.

Discussion

The Influence of Electronic Word of Mouth on Purchasing Decisions

From the proposed hypothesis, Electronic Word of Mouth has a significant effect on Purchasing Decisions. After analysis, the regression coefficient value is 0.220 with a significance of $0.112 > 0.05$ and a tcount value $< t_{table}$, namely $1.603 < 0.1857$, so H1 is rejected, meaning that Electronic Word of Mouth does not have a significant effect on Purchasing Decisions. So the proposed hypothesis is not proven that Electronic Word of Mouth has a significant effect on Purchasing Decisions. Because based on electronic word of mouth for urban lip cream matte Implora products, as on the online platform femaledaily.com, it is stated that there are still not many who discuss urban lip cream matte Implora products compared to similar products and the release time is also not much different, as a comparison material, namely with the Hanasui mattedorable lip cream product. The results of this study are in line with Holidah's (2023) research regarding the Influence of Electronic Word of Mouth (E-WOM) and Flash Sale on Purchasing Decisions of Students of the Faculty of Economics, Abdurachman Saleh University, Situbondo on the Shopee Marketplace with Trust as an Intervening Variable which states that Electronic Word of Mouth (X1) does not have a significant effect on Purchasing Decisions.

The Influence of Price on Purchasing Decisions

Price is one of the important factors influencing consumer purchasing decisions. In a marketing context, price not only functions as a transaction tool but also as an indicator of product value and quality in the eyes of consumers. Therefore, appropriate pricing can encourage purchasing interest and accelerate the purchasing decision-making process. Based on the results of research using multiple linear regression and t-test, the price variable (X2) was proven to have a positive and significant influence on purchasing decisions (Y) among students of the Faculty of Economics and Business, Universitas Malikussaleh in Bukit Indah, Lhokseumawe City. This is indicated by a significance value of $0.000 < 0.05$ and a positive regression coefficient of 0.400. In other words, the more appropriate consumers' perceptions of product prices are, the more likely they are to make a purchase. Therefore, these results lead to the acceptance of H2. The results of this study are also in line with research conducted by Matondang et al., (2023) which states that price is an important factor that not only has an economic influence but can also be strengthened by religious values held by consumers. According to Munawaroh et al. (2021), price is a crucial factor consumers consider when making purchasing decisions. Competitive and affordable pricing provides added value for consumers. Juli and Sawahan (2022) also found that setting appropriate, affordable prices that align with consumers' perceived quality is a crucial strategy for improving purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Product quality is one of the important factors that influence consumer purchasing decisions. Based on the results of research using multiple linear regression and t-test, the product quality variable (X3) is proven to have a positive and significant influence on purchasing decisions (Y) among students of the Faculty of Economics and Business, Universitas Malikussaleh in Bukit Indah, Lhokseumawe City. This is indicated by a significance value of $0.017 < 0.05$ and a positive regression coefficient of 0.180 and The calculated t value $> t_{table}$ is $2.427 > 0.1857$, so H3 is accepted, meaning that product quality has a positive and significant effect on purchasing decisions. Thus, the proposed hypothesis is proven that product quality has a significant effect on purchasing decisions. This finding aligns with the findings of Hanum and Rahmani (2022) and Fatya et al. (2024), who stated that consumers are more likely to make purchases if the product offered is of good and consistent quality. Consumers are more likely to trust and choose products that are perceived to provide real benefits and are proven safe to use. Therefore, product quality is a key consideration influencing purchasing decisions.

CONCLUSION

Based on the results of the research test that has been conducted with the title The Influence of Electronic Word of Mouth (EWOM), Price and Product Quality on Purchasing Decisions for Urban Lip Cream Matte Implora

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Products (Case Study of Students of the Faculty of Economics and Business, Universitas Malikussaleh). The conclusions of this study are as follows:

1. *Electronic Word of Mouth*(EWOM) does not have a significant effect on the purchasing decision of Implora urban lip cream matte products among students of the Faculty of Economics and Business at Universitas Malikussaleh, so H1 is rejected.
2. Price has a significant influence on the purchasing decision of Implora urban lip cream matte products among students of the Faculty of Economics and Business at Universitas Malikussaleh, so H2 is declared accepted.
3. Product quality has a significant influence on the purchasing decision of Implora urban lip cream matte products among students of the Faculty of Economics and Business at Universitas Malikussaleh, so H3 is declared accepted.

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THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM), PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF URBAN LIP CREAM MATTE IMPLORA PRODUCTS AMONG UNIVERSITAS MALIKUSSALEH STUDENTS

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