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The Influence of Content Marketing and Electronic Word of Mouth (E-WOM) On Consumer Purchase Decisions Cafe Warung by Tangga

Vanessa Tanava[1], Tan Kim Hek[2], Wilson[3], Agnes Violin Wijaya[4]
Management Study Program, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya [1,2,3,4]
JL. Merapi No. 08, Pusat Ps., Medan Kota District, Medan City, North Sumatra, 20212

Email: Vanessatanava3@gmail.com

ABSTRACT

This study examines the influence of content marketing and electronic word of mouth (e-WOM) on consumer purchase decisions at Cafe Warung By Tangga, because the implementation has not been optimal and the results of previous research still show diverse findings. This study uses a quantitative method with 120 respondents selected through purposive sampling who were cafe consumers aged before 50 years and met the predetermined research criteria. Therefore, the findings of this study specifically describe the purchase decisions of cafe consumers over 50 years old and should not be generalized to cafe consumers of other age groups. Data were analyzed using SPSS through validity, reliability, multiple linear regression, t-test, and F test to determine the influence of content marketing and e-WOM on purchase decisions. Content marketing ($B = .260$, $t(117) = 2.936$, $p = .004$) and e-WOM ($B = .374$, $t(117) = 4.073$, $p < .001$) were positively associated with Purchase Decisions. The model was significant, $F(2, 117) = 34.432$, $p < 0.001$, with $R^2 = 0.371$ and adjusted $R^2 = 0.360$. Therefore, business actors are advised to improve the quality of marketing content and encourage positive consumer reviews, while further research can add other variables to explain the factors that influence Purchase Decision.

Keywords: Content Marketing, Electronic Word of Mouth, Purchase Decisions

INTRODUCTION

The rapid development of information technology has changed the behavior patterns of consumers in seeking information, interacting with brands, and making purchasing decisions. Social media is now an effective marketing communication medium for business actors, one of which is through content marketing, which is a marketing strategy in distributing, designing, and creating attractive content to motivate the target audience to become customers of a company (Herman et al., 2023). In addition to content marketing, consumer interaction on social media also gives rise to electronic word of mouth (e-WOM), which is a form of communication both positive and negative made by capable consumers, honest consumers, and former users of products or services related to a good or service sold by the company through the internet (Yulindasari & Fikriyah, 2022). Content marketing and e-WOM are believed to also influence purchasing decisions, which are purchasing behaviors that include the meaning of individual activities directly involved in exchanging money with products in the form of goods or services, which include problem identification, information search, evaluation, product alternative selection, and purchase implementation (Dewi et al., 2023; Purwaningdyah, 2019).

Cafe Warung By Tangga is one of the culinary businesses that also uses social media to market its products in the midst of increasingly fierce competition in the cafe business. In terms of content marketing, the promotional content uploaded by Cafe Warung By

Tangga on social media is still not packaged consistently and attractively, so its appeal to potential consumers is considered not optimal. In terms of e-WOM, consumer reviews and comments about Cafe Warung By Tangga on social media are still limited in number and have not been widely used optimally as a means of electronic word-of-mouth promotion. These two conditions are the initial problem identification that indicates that the content marketing strategy and the use of e-WOM at Cafe Warung By Tangga have not run optimally in encouraging consumer purchase decisions.

In addition to content marketing and e-WOM, purchase decisions can also be influenced by various other factors, such as economic conditions, technology, price, location, and promotions, which together shape consumer attitudes in making decisions about the products to be purchased (Herman et al., 2023). Empirical studies related to the influence of content marketing and e-WOM on purchase decisions still show inconsistent results. Yulindasari and Fikriyah (2022) found that e-WOM had a positive and significant effect on halal cosmetics purchase decisions on Shopee, and similar results were also proven in Maxim's online transportation services, where e-WOM had a significant effect both directly and through buying interest (Nursal et al., 2023). However, e-WOM at Mie Merapi Restaurant in Bandung actually had a positive but not significant effect on purchase decisions because it was considered less attractive; similar differences in results also occurred in content marketing variables (Purwaningdyah, 2019).

Similar differences in results also occurred in content marketing variables. Another study found that content marketing had a significant effect while e-WOM did not have a significant effect on purchasing decisions on Shopee through the TikTok platform (Dewi et al., 2023), while content marketing on Skintific products does not have a significant direct effect on purchase decisions, but must be mediated by content creation (Paradise, 2024). In contrast to these findings, content marketing and e-WOM were both proven to have a positive and significant effect on the purchase decision of Vaseline hand & body lotion products (Pratiwi & Rahmidani, 2023). The inconsistency of these findings shows that there is a research gap that needs to be studied further, especially in the culinary or café business sector which is still rarely researched compared to the e-commerce, cosmetics, and online transportation sectors, so that the study of the influence of content marketing and e-WOM on Cafe Warung By Tangga is expected to make a practical contribution for culinary business actors in designing more effective digital marketing strategies.

Based on the identification of these problems, the problems formulated are: (1) whether content marketing affects consumers' purchasing decisions at Cafe Warung By Tangga; (2) whether electronic word of mouth (e-WOM) affects consumers' purchasing decisions at Cafe Warung By Tangga; and (3) whether content marketing and e-WOM simultaneously affect consumer purchase decisions at Cafe Warung By Tangga. In line with the formulation of the problem, the objectives to be achieved are to analyze the influence of content marketing on purchase decisions, analyze the influence of electronic word of mouth (e-WOM) on purchase decisions, and analyze the influence of content marketing and e-WOM simultaneously on consumer purchasing decisions at Cafe Warung By Tangga.

LITERATURE REVIEW

Content Marketing

Several experts have expressed opinions about content marketing. According to Karr (2016), content marketing is a marketing strategy in distributing, designing, and creating attractive content to motivate the target audience to become customers of a company

(Herman et al., 2023); (Julaeha, 2024). Kotler (2019) stated that content marketing is a form of marketing activities such as creating, curating, sharing, and developing content for the target audience in a more interactive, relevant, and useful way (Herman et al., 2023); (Vesuvius & Loo, 2025). Pertiwi and Gusfa (2018) argue that content marketing means the science of communication with prospects and consumers without having to trade or hard selling, which aims to be a bridge of information and communication for a product through relevant and interesting content (Paradise, 2024). Pulizzi (2014) defines content marketing as a marketing technique used to create and distribute important and valuable content, in order to gain and engage audiences so as to encourage useful consumer activities (Pratiwi & Rahmidani, 2023). Meanwhile, Pandrianto and Sukendro (2018) explained that content marketing is a marketing approach that involves the development or creation of content that is presented with the aim of informing target buyers (Dewi et al., 2023). Based on these opinions, it can be concluded that content marketing is a marketing strategy in the form of planning, creating, and distributing relevant, quality, and engaging content consistently to attract the attention of the audience and encourage them to become consumers. The content marketing variables in the research questionnaire were measured through four indicators, namely content relevance, content quality, content consistency, and content appeal.

Electronic Word of Mouth (E-WOM)

Several experts have expressed opinions about electronic word of mouth (e-WOM). Kotler and Keller (2016) stated that e-WOM is a form of communication, both positive and negative made by capable consumers, honest consumers, and former users of products or services related to a good or service sold by the company via the internet (Yulindasari & Fikriyah, 2022). Sitanggang (2018) explained e-WOM through one of its driving factors, namely concern for other customers, which refers to consumers who have used products or services and have concern for others so that they share these experiences so that others can consider them before making a purchase (Dewi et al., 2023). Dewi et al. (2023) stated that e-WOM refers to good and bad comments made by potential customers or current customers regarding a product or business brand (Dewi et al., 2023). Zexsen (2013) stated that consumers are more likely to refer to the opinions expressed by the public about a product than other sources of information (Nursal et al., 2023). Purwaningdyah (2019) added that e-WOM is a review and comment shared by consumers through online platforms as a reference for other potential consumers before deciding to purchase (Purwaningdyah, 2019). Rahmawati and Untarini (2023) stated that e-WOM is both positive and negative communication between consumers through online media about a product or service, which serves as a reference for other consumers before making a purchase (Rahmawati & Untarini, 2023). The e-WOM variables in the research questionnaire were measured through four indicators, namely intensity, valence, source credibility, and information quality.

Purchase Decision

Several experts expressed opinions about purchasing decisions. Buchari Alma (2016) stated that purchasing decisions are decisions made by buyers that can be influenced by economic, technological, political, price, location, and promotional conditions, thus shaping consumer attitudes in making decisions about the products to be purchased (Herman et al., 2023). Kotler and Armstrong (2018) explained that purchasing decisions are consumer behavior regarding the way a person or organization determines, makes purchases, uses products, services, ideas, or experiences in fulfilling their desires and needs (Paradise, 2024); (Carine et al., 2025). Kotler and Keller (2009) define purchasing decisions as the integration stage to combine information to assess two or more alternative behaviors, starting with taking one of them (Pratiwi & Rahmidani, 2023). Hadita et al. (2020) stated that the purchase decision is consumer behavior by selectively choosing the product to be used (Nursal et al., 2023). Purchase decisions contain the meaning of individual activities that are directly involved in exchanging money with

products in the form of goods or services, which includes problem identification, information search, evaluation, product alternative selection, and purchase implementation (Purwaningdyah, 2019); (Prasetio & Gultom, 2025). Purchasing decisions are a solution to problems from humans in buying a good or service to meet their needs (Gultom & Karnadi, 2019). Based on these opinions, it can be concluded that purchasing decisions are the process of consumers collecting and evaluating information about a product or service until they finally decide to buy the product or service. Purchase decision variables in the research questionnaire were measured through four indicators, namely eligibility on the product, behavior in buying products, interest in revisiting and customer ratings.

The Relationship of Content Marketing to Purchase Decisions

Content marketing that is packaged in an attractive and informative manner can provide a clear picture of the advantages of a product so as to increase consumer interest in making purchases. Content marketing has a significant effect on purchase decisions on Shopee and is the most dominant variable compared to e-WOM (Dewi et al., 2023). In line with that, content marketing has a positive and significant effect on purchasing decisions when mediated by content creation (Paradise, 2024). Similarly, another study found that content marketing had a positive and significant effect on purchasing decisions for Vaseline hand & body lotion products (Pratiwi & Rahmidani, 2023).

The Relationship of Electronic Word of Mouth to Purchase Decisions

Consumer reviews and comments shared through online platforms can be a reference for other potential consumers before deciding to buy. Other research shows that e-WOM has a significant effect on the purchase decision of Maxim online transportation services, either directly or through buying interest as a mediating variable (Nursal et al., 2023). Nonetheless, a different finding is shown in the context of culinary products, where e-WOM was found to have a positive but insignificant effect on purchasing decisions (Purwaningdyah, 2019).

Conceptual Framework

The framework of thought is described with the following research model:

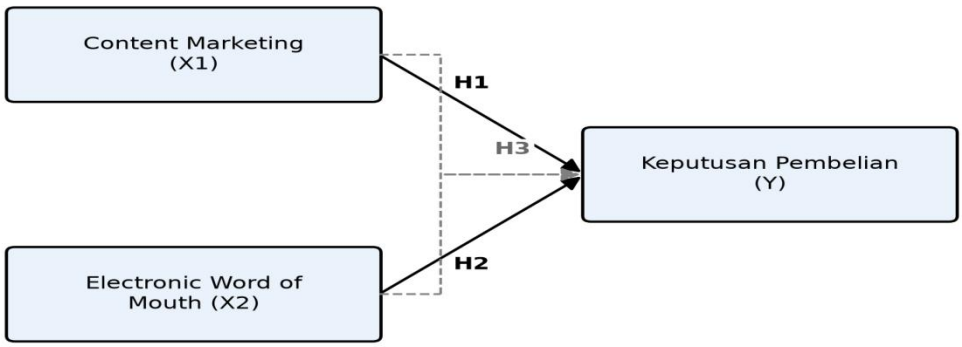


Figure 1. Research Conceptual Framework

Research Hypothesis

Based on the conceptual framework above, the hypotheses proposed in this study are as follows.

H1: Content marketing affects consumers' purchasing decisions at Cafe Warung By Tangga.

H2: Electronic word of mouth (e-WOM) affects consumers' purchase decisions at Cafe Warung By Tangga.

H3: Content marketing and electronic word of mouth (e-WOM) simultaneously affect consumers' purchasing decisions at Cafe Warung By Tangga.

RESEARCH METHOD

This study uses a quantitative research method with a multiple regression approach, which is research that aims to find out cause and effect or influence between two or more variables (Sinaga et al., 2024). This approach was chosen because this study intends to determine the influence of content marketing and e-WOM on consumer purchase decisions at Cafe Warung by Tangga. The questionnaire used a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Content marketing was measured using 8 items, E-WOM using 8 items, and Purchasing Decisions using 8 items, resulting in a total of 24 questionnaire items representing 13 indicators. The composite score for each variable was calculated by summing the scores of its respective items.

The population in this study are consumers who have made purchases at Cafe Warung by Tangga and have seen promotional content and reviews about Cafe Warung by Tangga on social media. According to Hair et al. (2022), the minimum sample size required is ten times the number of research indicators. With 12 indicators identified, the researcher concluded that the sample would include 120 respondents selected from Cafe Warung by Tangga customers. The sampling method employed was purposive sampling, based on predetermined criteria. The criteria for respondents in this study are consumers have made purchases at Cafe Warung by Tangga, and have seen or read content or reviews about Cafe Warung by Tangga on social media such as Instagram and TikTok.

The research data consisted of primary data through a Likert scale questionnaire and secondary data from various relevant sources (Gultom, 2020). The instrument was tested for validity and reliability, then the data was analyzed using multiple linear regression, t-test, and F test with the help of SPSS to determine the influence of content marketing and e-WOM on purchase decisions.

RESULT AND DISCUSSION

Validity and Reliability Tests

The validity test is used to determine the feasibility of each statement in the questionnaire, provided that if r counts > r table, the indicator is declared valid, while if r counts < r table, the indicator is declared invalid, with a significance level of 5% and df = n − 2. Meanwhile, the reliability test is used to determine the consistency of the research instrument, with the variable declared reliable if Cronbach's Alpha value > 0.60 and unreliable if < 0.60. The validity and reliability test was carried out on 30 respondents outside the research sample (Wahyuni, 2018).

Table 1.
Validity and Reliability Tests

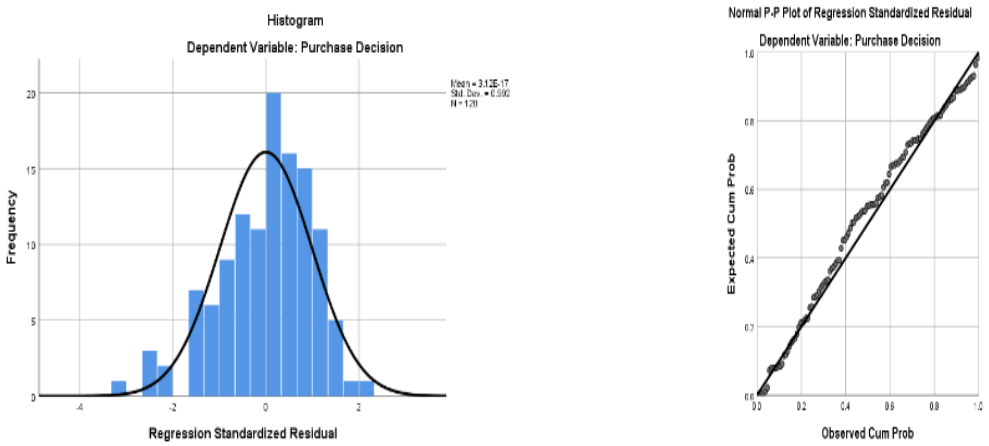
Variable	Indicator	Value of Validity and Reliability	Conclusion
Content Marketing(X1)	Content relevance	0.647	Valid
		0.920	
	Content quality	0.799	
		0.853	
	Content consistency	0.822	
		0.573	
	Content appeal	0.822	
		0.826	
Cronbach Alpha		0.907	Reliable
Electronic Word of Mouth(X2)	Intensity	0.576	Valid
		0.840	
	Valence	0.781	

	Source credibility	0.808 0.728 0.450	
	Quality of information	0.840 0.601	
Cronbach Alpha		0.851	Reliable
Purchase Decision (Y)	Eligibility on the product	0.395 0.707	Valid
	Behavior in Buying Products	0.586 0.427	
	Interest in revisiting	0.555 0.466	
	Consumer Ratings	0.647 0.549	
Cronbach Alpha		0.637	Reliable

Based on the validity test results, all statements have a value of r to calculate > r of the table so that it can be stated that all statements are valid. For reliability testing, variable X_1 has a Cronbach's Alpha value of 0.907 with 8 statement items, variable X_2 0.851 with 8 statement items, and variable Y of 0.637 with 8 statement items. All of these values are greater than 0.60, so that all instruments are declared reliable and suitable for use in the research.

Normality Test

The normality test is used to find out whether the data or residual in the regression model is normally distributed. This test is needed to ensure that the regression model meets one of the basic assumptions of regression analysis (Wahyuni, 2025). The results of the normality test are presented as follows:



Source: Research Data Processing Results, 2026

Figure 2. Histogram and Normal Probability Plot Regression Graphic

Based on the image above, the histogram pattern forms a bell curve and the dots spread along a diagonal line. This shows that the regression model residuals are normally distributed and meet the assumption of normality.

The following are the results of the normality test using the *One Sample Kolmogorov Smirnov Test* can be seen below:

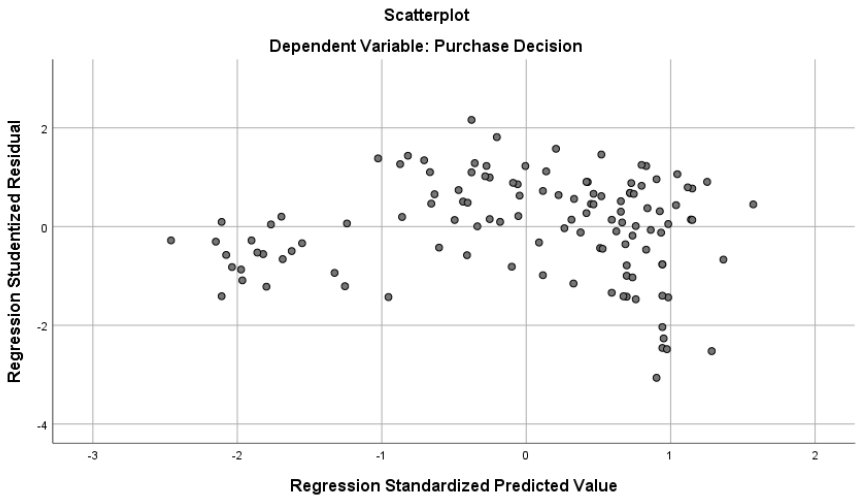
Table 2.
One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Red	.0000000
	Std. Deviation	4.72094315
Most Extreme Differences	Absolute	.077
	Positive	.051
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.076c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Research Data Processing Results, 2026

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.05, which is 0.076, so it can be concluded that the data is classified as a normal distribution.

Heteroscedasticity Test
The heteroscedasticity test is used to find out whether there is a residual variance disparity from one observation to another. A good regression model is one that does not experience heteroscedasticity (Rezeki & Gustina, 2021). The results of the heteroscedasticity test are presented in the following table:



Source: Research Data Processing Results, 2026
Figure 3. Scatterplot Graphics
Based on the scatterplot graph, the residual points are randomly spread above and below the zero without forming a specific pattern. This shows that the regression model does not experience symptoms of heteroscedasticity and has fulfilled the assumption of homoscedasticity.

Multicollinearity Test
The multicollinearity test is used to find out whether there is a high relationship or correlation between independent variables in the regression model. A good model should not experience multicollinearity (Wahyuni, 2021). The results of the multicollinearity test are presented in the following table:

Table 3.
Multicollinearity Test

Coefficient								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Models		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.500	2.416		4.761	.000		
	Content Marketing	.260	.089	.281	2.936	.004	.589	1.698
	Electronic Word of Mouth	.374	.092	.389	4.073	.000	.589	1.698

a. Dependent Variable: Purchase Decision
Source: Research Data Processing Results, 2026

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that no problems were found in the multicollinearity test.

Multiple Linear Regression Analysis
Multiple linear regression analysis is used to determine the influence of two or more independent variables on one dependent variable. This analysis is also used to determine the direction and magnitude of the influence of each independent variable on the dependent variable (Situmorang & Pane, 2024). The test results are presented in the following table:

Table 4.
Multiple Linear Regression Analysis

Coefficient								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Models		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.500	2.416		4.761	.000		
	Content Marketing	.260	.089	.281	2.936	.004	.589	1.698
	Electronic Word of Mouth	.374	.092	.389	4.073	.000	.589	1.698

a. Dependent Variable: Purchase Decision
Source: Research Data Processing Results, 2026

The multiple linear regression equation based on the table is Purchase Decision = 11,500 + 0.260 Content Marketing + 0.374 Electronic Word of Mouth + e. Based on this equation, the constant of 11,500 indicates that if Content Marketing and Electronic Word of Mouth are values of 0, then the Purchase Decision is 11,500. The Content Marketing coefficient of 0.260 indicates that each increase in Content Marketing by 1 unit will increase the Purchase Decision by 0.260 units, assuming the other variables are fixed. Meanwhile, the Electronic Word of Mouth coefficient of 0.374 indicates that every increase in Electronic Word of Mouth by 1 unit will increase the Purchase Decision by 0.374 units, assuming the other variables are fixed.

Partial Hypothesis Test (t-test)
The t-test is used to determine the influence of each partially independent variable on the dependent variable. This test shows whether an independent variable has a

significant influence on the individual dependent variable (Situmorang & Suwandi, 2021). The following are the results of the hypothesis testing partially can be seen in the table below:

Table 5.
Partial Hypothesis Testing

Coefficient

Models		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	11.500	2.416		4.761	<.001		
	Content Marketing	.260	.089	.281	2.936	.004	.589	1.698
	Electronic Word of Mouth	.374	.092	.389	4.073	<.001	.589	1.698

a. Dependent Variable: Purchase Decision
Source: Research Data Processing Results, 2026

Based on table 5 above, it can be seen that Content Marketing (X1) has a calculated t value of 2.936 > table t of 1.980 with a significance value of 0.004 < 0.05. Partially Content Marketing has a positive and significant effect on Purchase Decisions, which shows that the better the implementation of Content Marketing, the higher the Purchase Decision.

The Electronic Word of Mouth (X2) variable has a calculated t value of 4.073 > table t of 1.980 with a significance value of 0.000 < 0.05. Partially Electronic Word of Mouth has a positive and significant effect on the Purchase Decision, which shows that the better the Electronic Word of Mouth, the higher the Purchase Decision.

Simultaneous Hypothesis Test (F Test)
The F test is used to find out whether all independent variables simultaneously or together have an effect on the dependent variables. This test is used to test the feasibility of the model as a whole (Sinaga, 2023). The test results:

Table 6.
Simultaneous Hypothesis Testing

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Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1561.011	2	780.505	34.432	<.001b
	Residual	2652.189	117	22.668		
	Total	4213.200	119			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Electronic Word of Mouth, Content Marketing
Source: Research Data Processing Results, 2026

Based on Table 6 above, the Fcal value is 34.432 with a significance value of 0.000. The significance level is 5% (α = 0.05), the Fcal value (34.432) > Ftable (3.07) and the significance value of 0.000 < 0.05. Simultaneously, Electronic Word of Mouth and Content Marketing have a significant effect on Purchase Decision.

Coefficient of Determination
The determination coefficient is used to find out how much the ability of independent variables to explain the variations that occur in dependent variables. The value of the

determination coefficient is generally expressed in the form of a percentage (Gultom, 2020). The results of the determination coefficient test are presented in the following table:

Table 7.
Determination Coefficient Test Results

Model Summary[b]

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609a	.371	.360	4.761

a. Predictors: (Constant), Electronic Word of Mouth, Content Marketing
b. Dependent Variable: Purchase Decision
Source: Research Data Processing Results, 2026

Based on Table 7, the R Square value was 0.371, indicating that Electronic Word of Mouth and Content Marketing together explained 37.1% of the variance in Purchase Decision, while the remaining 62.9% was explained by other factors that were not included in the study model. Meanwhile, the Adjusted R Square value was 0.360, indicating that after adjusting for the number of predictors in the model, Electronic Word of Mouth and Content Marketing explained 36.0% of the variance in Purchase Decision. 'The model explained 37.1% of the observed variation; 62.9% remained unexplained by this model.

DISCUSSION

The results of the study show that Content Marketing has a positive and significant effect on Purchase Decisions. This is evidenced by a tcal value of 2.936 > a table of 1.980, with a significance value of 0.004 < 0.05. Therefore, it is concluded that H1 is accepted. This finding shows that the presentation of informative, interesting, and relevant content can help consumers obtain information about products so as to encourage the formation of purchase decisions. The results of this study are in line with Dewi et al. (2023) who found that Content Marketing has a significant effect on purchase decisions on Shopee. Similar findings were also put forward by Firdausi (2024) who showed that there was a positive and significant influence of Content Marketing on purchase decisions through content creation, but it was not in line with Huda et al. (2024) who found that Content Marketing did not have a positive and significant effect on purchase decisions. Thus, the better the quality and delivery of Content Marketing that consumers receive, the greater the tendency of consumers to make purchases.

Electronic Word of Mouth was also proven to have a positive and significant effect on Purchase Decision, with a tcal value of 4.073 > ttable of 1.980 and a significance value of 0.000 < 0.05. This value shows that information in the form of reviews, comments, experiences, and consumer recommendations available online can be a consideration for potential consumers in purchasing decisions to be made. This finding is in line with Nursal et al. (2023) who showed that e-WOM had a significant effect on the purchase decision of Maxim's online transportation services, either directly or through buying interest as a mediating variable. However, the results of this study are different from Rahmadi et al. (2024) who found that e-WOM had a positive but not significant effect on purchase decisions in the context of culinary products. These differences show that the influence of Electronic Word of Mouth can vary according to product characteristics, consumers, and the research context.

CONCLUSION

From the results of the study, 1) Content Marketing partially affects the purchase decision at Cafe Warung By Tangga; 2) Electronic Word of Mouth partially affects the purchase decision at Cafe Warung By Tangga; 3) Content Marketing and Electronic Word of Mouth

simultaneously affect the purchase decision at Cafe Warung By Tangga. These findings are specifically applicable to the cafe consumers aged below 50 years who participated as respondents in this study and should not be generalized to all cafe consumers. The conclusion refers specifically to the purchase decision outcome measured through the verified items of the dependent variable (Y) in the research instrument.

RECOMMENDATION

For further research, adding other variables related to consumer purchasing decisions, such as price, quality, products, promotions or brand image. Further research can also expand the number of respondents and consumer characteristics in order to provide a broader picture of the factors that influence purchasing decisions.

For Cafe Warung By Tangga, it is recommended to improve the quality of Content Marketing with content that is informative, interesting, relevant, and consistent. In addition, cafes need to encourage consumers to provide reviews and respond to comments well and professionally. These efforts are expected to increase consumer trust and support purchase decisions

For STIE Eka Prasetya, the results of this research can be used to support further research carried out by the STIE Eka Prasetya campus as a reference basis and theoretical basis.

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