

The effect of word of mouth and brand image on consumer purchasing decisions at PS Cosmetic Store in Sidenreng Rappang Regency



^{1*}Mariana, ²Andi Riska Andreani Syafaruddin, ³Rahman Yakub, ⁴Bahtiar Herman

^{1,2,3,4} Department of Digital Business, Faculty of Economics and Business,
Universitas Muhammadiyah Sidenreng Rappang - Indonesia

e-mail:

^{1*}ramlisamsung1704@gmail.com (corresponding author)

²riska.andreani93@gmail.com

³rahman12@gmail.com

⁴bahtiarherman.bh@gmail.com

ABSTRACT

This study investigates the influence of word of mouth (WOM) and brand image on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency. A quantitative explanatory approach was employed using survey data collected from 351 consumers selected through purposive sampling based on the Slovin formula. Data were analyzed using multiple linear regression with SPSS 26 to examine both the individual and combined effects of the independent variables. The findings indicate that WOM and brand image each have a positive and significant effect on purchase decisions. Simultaneously, both variables significantly explain purchase decisions, accounting for 53.0% of the observed variance ($R^2 = 0.530$). The results suggest that positive customer recommendations and a strong brand image play complementary roles in shaping consumer purchasing behavior. This study highlights the importance of strengthening customer communication strategies and maintaining a favorable brand image to enhance consumer trust, encourage purchase decisions, and improve retail competitiveness.

Keywords: Word of Mouth (WOM); Brand Image; Purchase Decision



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INTRODUCTION

The cosmetics industry has experienced rapid growth in line with increasing public awareness of personal appearance and self-care. The demand for beauty products is no longer limited to certain groups but has become part of modern lifestyles. This condition encourages business actors to continue innovating in providing products that meet consumer needs (Heryani et al., 2024).

The development of the cosmetics industry is also supported by advances in information and communication technology. In the digital era, consumers can easily access product information and share their experiences through social media. As a result, word of mouth (WOM) has become an important factor influencing purchasing decisions, especially for products that require a high level of trust such as cosmetics (Safitri & Sari, 2023).

In addition to word of mouth, brand image also plays an important role in shaping consumer perceptions. A positive brand image can increase consumer trust and encourage purchasing decisions, while a negative brand image can reduce consumer interest (Viona & Purwanti, 2023). Therefore, building a strong brand image is essential for business sustainability (Fauzia & Albari, 2024).

Previous studies have shown that word of mouth and brand image significantly influence purchasing decisions. Heryani et al. (2024) found that WOM and brand image have a positive and significant effect on purchasing decisions in cosmetic products. Similarly, Safitri and Sari (2023) revealed that electronic word of mouth (e-WOM) and brand image significantly influence consumer decisions.

However, most previous studies have focused on large brands or online-based businesses, while research on small-scale local cosmetic retailers remains limited. In fact, local businesses have different characteristics in terms of marketing strategies and customer interaction. This indicates a research gap in understanding how word of mouth and brand image influence purchasing decisions in small retail businesses (Fauzia & Albari, 2024).

In the context of PS Cosmetic Store in Sidenreng Rappang Regency, competition with e-commerce platforms such as Shopee and Tokopedia presents significant challenges. The store still relies on conventional promotion, where customer recommendations and brand perception play an important role. However, it is not yet clearly understood to what extent word of mouth and brand image influence consumer purchasing decisions in this local business context. Therefore, this study aims to analyze the influence of word of mouth and brand image on purchasing decisions at PS Cosmetic Store in Sidenreng Rappang Regency.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Word of Mouth (WOM)

Word of Mouth (WOM) refers to informal communication among consumers that plays an important role in shaping perceptions and purchase decisions, both through direct interaction and digital platforms (e-WOM) (Viona & Purwanti, 2023). WOM is considered more credible because it is based on consumers' real experiences, thus having a strong influence on buying behavior. Previous studies indicate that e-WOM has a significant effect on purchase decisions (Dewi & Puspita, 2023; Gulo & Suhardi, 2022), and is also influenced by individual factors and brand trust (Anastasiei et al., 2024). In this study, WOM is measured using indicators of direct recommendations, offline source credibility, and online review influence, which collectively reflect the strength of consumer communication in influencing purchase decisions.

Brand Image

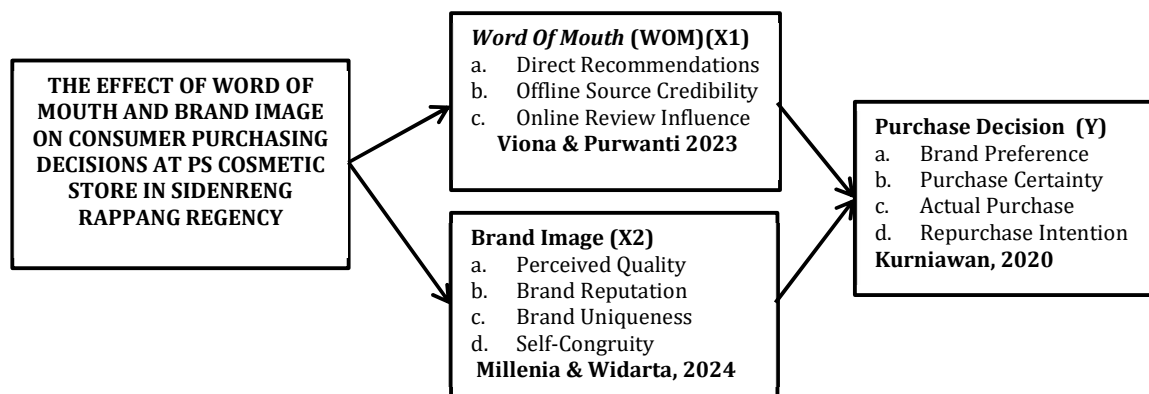
Brand image is the overall perception of a brand formed in the minds of consumers through experiences, associations, and emotional impressions, which plays a role in building trust and customer loyalty (Millenia & Widarta, 2024). It includes both functional attributes, such as product quality and price, and emotional attributes, such as lifestyle and self-identity, which can provide a competitive advantage (Brakus et al., 2009; Brodie et al., 2011). Empirical studies show that brand image influences purchase decisions, either directly or indirectly through variables such as customer satisfaction and product quality (Hariyanti et al., 2023; Saputri & Hikmah, 2023). In this study, brand image is measured using indicators of perceived quality, brand reputation, brand uniqueness, and self-congruity, which reflect how consumers perceive and relate themselves to the brand.

Purchase Decision

Purchase decision is a process in which consumers select and buy a product through several stages, including need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior (Kurniawan, 2020). This decision is influenced by various factors, including WOM and brand image, which have been proven to have a significant effect (Heryani et al., 2024). In addition, e-WOM and online customer reviews play an important role in strengthening purchase decisions, especially in digital contexts. In this study, purchase decision is measured using indicators of brand preference, purchase certainty, actual purchase, and repurchase intention, which reflect the level of consumer confidence and behavior in purchasing at PS Cosmetic Store in Sidenreng Rappang Regency.

Research Framework

This study examines the influence of Word of Mouth (WOM) and brand image on purchase decisions. WOM, including direct recommendations and online reviews, helps shape consumer perceptions and trust, while brand image reflects consumer impressions that influence their purchasing confidence. In this study, WOM and brand image act as independent variables, and purchase decision as the dependent variable, both of which are expected to have a significant effect. As shown in Figure 1, this framework illustrates the relationships among the variables examined.



Source: Developed by the Researcher, 2026

Figure 1
Research Framework

Hypotheses

Hypotheses are formulated as an initial step in addressing the research problem based on empirical information obtained through data collection. Considering the relationships among the variables, the hypotheses of this study are proposed as follows:

H1: Word of Mouth (WOM) has a significant partial effect on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency.

H0₁: Word of Mouth (WOM) does not have a significant partial effect on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency.

H2: Brand image has a significant partial effect on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency.

H0₂: Brand image does not have a significant partial effect on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency.

H3: Word of Mouth (WOM) and brand image simultaneously have a significant effect on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency.

H0₃: Word of Mouth (WOM) and brand image do not simultaneously have a significant effect on purchase decisions at PS Kosmetik Store in Sidenreng Rappang Regency.

METHOD

This study employs a quantitative approach with a descriptive associative research design to examine the influence of Word of Mouth (WOM) and brand image on purchase decisions (Ghozali, 2018). Quantitative research is used to test hypotheses and analyze relationships among variables based on numerical data (Sugiyono, 2019). The research was conducted at PS Kosmetik Store located in Sidenreng Rappang Regency.

The population of this study consists of 2,880 consumers. The sample was determined using purposive sampling technique, resulting in 351 respondents selected based on specific criteria within the last six months (April–September 2025). The sample size was calculated using the Slovin formula, which is commonly used to determine sample size from a known population (Sugiyono, 2019).

Data were collected through questionnaires, and literature study. The research instrument used a Likert scale to measure the variables of WOM, brand image, and purchase decisions, which is widely applied in social research to assess attitudes and perceptions.

Data analysis techniques included descriptive analysis, validity and reliability tests, classical assumption tests, and multiple linear regression analysis. Hypothesis testing was conducted using the t-test (partial) and F-test (simultaneous) with the assistance of SPSS version 26 (Ghozali, 2018).

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis is used to provide an overview or description of the data regarding respondent characteristics and the characteristics of each research variable (Word of Mouth, Brand Image, and Purchase Decision). This analysis includes the calculation of mean values, standard deviation, maximum and minimum values, as well as frequency and percentage for each questionnaire item and variable (Fathin et al., 2022). Table 1 presents the descriptive statistics of the research variables, including the number of

observations, minimum and maximum values, mean, and standard deviation for Word of Mouth, Brand Image, and Purchase Decision.

Table 1
Frequency Statistics

<i>Descriptive Statistics</i>					
	N	Minimum	Maximum	Mean	Std. Deviation
Word_of_mouth	352	27.00	45.00	39.1222	2.50341
Brand_Image	352	36.00	60.00	51.5994	3.86692
Purchase_Decision	352	36.00	60.00	51.8892	4.04627
Valid N (listwise)	352				

Source: Frequency Statistics Test Results using IBM SPSS Statistics 26, 2026

Descriptive statistical analysis in Table 1 shows that among 352 respondents, Brand Image (X2) and Purchase Decision (Y) have nearly similar mean values, namely 51.59 and 51.88. However, variable X1 has a lower standard deviation (2.503) compared to X2 (3.866), indicating lower data variability than purchase decisions. The value range of X1 is 27–45, X2 is 36–60, while Y is 36–60. Overall, although the three variables have similar central tendencies, purchase decisions show a wider data distribution.

Instrument Validity and Reliability

Before conducting data analysis to test the hypotheses, the research instrument (questionnaire) was subjected to validity and reliability tests. These tests are important to ensure that the collected data are accurate and consistent, so that the research results can be trusted (Apriliani et al., 2023).

Validity Test

The validity test is conducted to determine whether each statement in the questionnaire is able to accurately measure the variables being studied. The decision criteria are as follows: If $r\text{-count} > r\text{-table}$ (0.361) and the significance value < 0.05 , then the item is considered valid (Sihotang & Supriyono, 2024).

Table 2 presents the validity test results for all questionnaire items used to measure the research variables.

Table 2
Validity

Question X1	r-count	r-Table	P(Sig)	Information
P1	0,778	0,361	0,000	Valid
P2	0,734	0,361	0,000	Valid
P3	0,869	0,361	0,000	Valid
P4	0,812	0,361	0,000	Valid
P5	0,795	0,361	0,000	Valid
P6	0,704	0,361	0,000	Valid
P7	0,835	0,361	0,000	Valid
P8	0,704	0,361	0,000	Valid
P9	0,610	0,361	0,001	Valid
Question X2	r- count	r-Table	P(Sig)	Information
P1	0,790	0,361	0,000	Valid

P2	0,748	0,361	0,000	Valid
P3	0,813	0,361	0,000	Valid
P4	0,762	0,361	0,000	Valid
P5	0,806	0,361	0,000	Valid
P6	0,728	0,361	0,000	Valid
P7	0,872	0,361	0,000	Valid
P8	0,668	0,361	0,000	Valid
P9	0,850	0,361	0,000	Valid
P10	0,707	0,361	0,000	Valid
P11	0,611	0,361	0,001	Valid
P12	0,790	0,361	0,000	Valid
Question Y	r- count	r-Table	P(Sig)	Information
P1	0,840	0,361	0,000	Valid
P2	0,828	0,361	0,000	Valid
P3	0,869	0,361	0,000	Valid
P4	0,806	0,361	0,000	Valid
P5	0,759	0,361	0,000	Valid
P6	0,834	0,361	0,000	Valid
P7	0,659	0,361	0,000	Valid
P8	0,863	0,361	0,000	Valid
P9	0,780	0,361	0,000	Valid
P10	0,788	0,361	0,000	Valid
P11	0,813	0,361	0,000	Valid
P12	0,872	0,361	0,000	Valid

Source: Primary Data Processed Using IBM SPSS Statistics 26, 2026

Variable X1 consists of 9 statement items with r-values ranging from 0.610 to 0.869, while variable X2 has 12 items with r-values ranging from 0.611 to 0.872, and variable Y also contains 12 items with r-values ranging from 0.659 to 0.872; all items across these three variables are considered valid and can be used in the research.

Reliability Test

Reliability testing is used to determine the extent to which a research instrument produces consistent results when used repeatedly. The test is conducted using the Cronbach's Alpha value, with the criterion that an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.6 (Adriana et al.,2022).

The reliability test results presented in Table 3 indicate the Cronbach's Alpha values for each research variable, which are used to evaluate the internal consistency of the measurement instrument.

Table 3
Reliability Test Results

Variabel	Cronbach's Alpha	Number of Items	Alpha Value	Description
Word of Mouth (X1)	0,909	9	0,6	Reliable
Brand Image (X2)	0,937	12	0,6	Reliable
Purchase Decision (Y)	0,955	12	0,6	Reliable

Source: Primary Data Processed Using IBM SPSS Statistics 26, 2026

The test results indicate that variable X1, consisting of 9 statements, has a Cronbach's Alpha value of 0.909, making it reliable; variable X2, with 12 statements, has a value of 0.937, also reliable; and variable Y, with 12 statements, has a value of 0.955, which is considered highly reliable. Therefore, all research instruments for variables X1, X2, and Y are deemed reliable and suitable for further use in the study.

Classical Assumption Test

Before conducting multiple linear regression analysis, several classical assumption tests need to be performed to ensure that the regression model used meets the statistical requirements and produces BLUE (Best Linear Unbiased Estimator) estimates (Ghozali, 2018).

Normality Test And Graphical Analysis

The normality test aims to determine whether the data in the regression model are normally distributed. The test is conducted using the Kolmogorov-Smirnov (K-S) method, with the decision criteria as follows: if the significance value (Asymp. Sig.) is greater than 0.05, the data are considered normally distributed; if the significance value is less than 0.05, the data are considered not normally distributed (Syahlan et al., 2024).

Table 4 presents the results of the normality test using the Kolmogorov-Smirnov method, including the significance value (Asymp. Sig.) used to determine whether the data are normally distributed.

Table 4
Normality Test Results

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		Unstandardized Residual
	N	352
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.77378311
Most Extreme Differences	Absolute	.034
	Positive	.028
	Negative	-.034
Test Statistic		.034
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

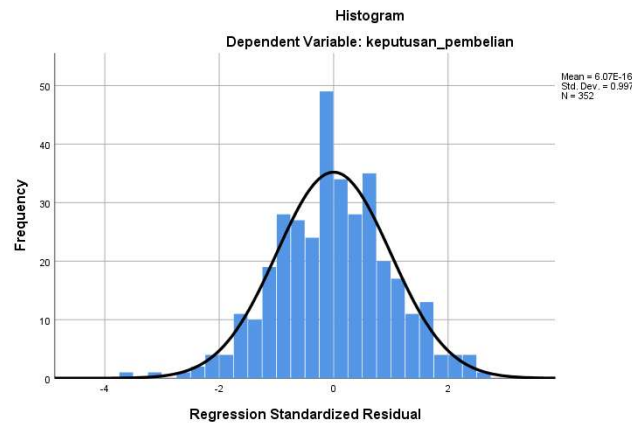
Source: Normality Test Results Using IBM SPSS Statistics 26, 2026

Based on the Kolmogorov-Smirnov test results, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Therefore, it can be concluded that the residual data are normally distributed and meet the normality assumption (Erwin et al., 2025).

Two common methods for graphical analysis of residual normality are the histogram and normal P-plot. A histogram shows the visual distribution of data, where a bell-shaped curve indicates normality, while a skewed pattern suggests non-normality (Susilowati et al., 2023).

The P-plot assesses normality by plotting points against a diagonal line; points closely following the line indicate normal distribution, whereas widely scattered points indicate non-normality. The figure below shows the normality test results using both the histogram and P-plot (Tasriastuti, 2024).

Figure 2 presents the results of the normality test using the histogram and Normal P-P Plot of Regression Standardized Residuals.

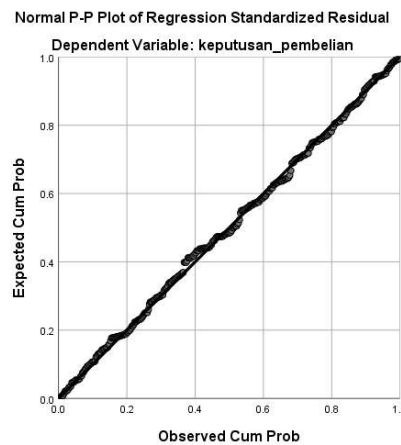


Source: IBM SPSS 26 Processing Results, 2026

Figure 2
Histogram Normality Test Results

Based on the normality test shown in Figure 2, the histogram displays a fairly symmetrical, bell-shaped distribution pattern. This indicates that the data tend to be normally distributed, as there are no significant deviations from the normal distribution pattern.

Figure 3 shows that the data points in the Normal P-P Plot of Regression Standardized Residuals are distributed close to the diagonal line, indicating that the data satisfy the normality assumption.



Source: IBM SPSS 26 Processing Results, 2026

Figure 3
Results of the P-Plot Normality Test

Based on Figure 3, the Normal P-P Plot of Regression Standardized Residual shows data points scattered close to the diagonal line, indicating that the residuals follow a near-normal distribution. Thus, the normality assumption is met, confirming that the regression model is suitable for further analysis (Rafli et al., 2025).

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a strong correlation among the independent variables in the regression model. A good regression model should not exhibit multicollinearity. The decision criteria are as follows: if the Tolerance value is greater than 0.10 and the VIF is less than 10, multicollinearity is not present; if the Tolerance is less than 0.10 or the VIF exceeds 10, multicollinearity is considered to occur (Vitara & Sari, 2024).

Table 5 presents the results of the multicollinearity test, including the Tolerance and Variance Inflation Factor (VIF) values used to evaluate the presence of multicollinearity among the independent variables.

Table 5
Multicollinearity Test Results

		<i>Coefficients^a</i>					<i>Collinearity Statistics</i>	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	5.359	2.409		2.225	.027		
	Word_Of_Mouth	.572	.078	.354	7.358	.000	.582	1.719
	Brand_Image	.468	.050	.447	9.298	.000	.582	1.719

a. Dependent Variable: Purchase_Decision

Source: IBM SPSS 26 Processing Results, 2026

Based on the test results in the table above, Word of Mouth has a Tolerance value of 0.582 and a VIF of 1.719, while Brand Image has a Tolerance value of 0.582 and a VIF of 1.719. Both variables have Tolerance values above 0.10 and VIF values below 10, indicating that the regression model is free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is unequal variance of the residuals across different observations in the regression model. A good regression model should not exhibit heteroscedasticity. The decision criteria are as follows: if the significance value (Sig.) is greater than 0.05, heteroscedasticity is not present; if the significance value is less than 0.05, heteroscedasticity is considered to occur.

Table 6 presents the results of the heteroscedasticity test, including the significance values used to determine whether heteroscedasticity is present in the regression model.

Table 6
Heteroscedasticity Test Results

		<i>Coefficients^a</i>					<i>Collinearity Statistics</i>	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4.123	1.480		2.786	.006		
	Word_Of_Mouth	-.096	.048	-.140	-2.002	.046	.582	1.719
	Brand_Image	.035	.031	.079	1.125	.261	.582	1.719

a. Dependent Variable: Abs_RES

Source: IBM SPSS 26 Processing Results, 2026

Based on the test results, the Word of Mouth variable has a significance value of 0.046 (< 0.05), indicating a slight indication of heteroscedasticity, while the Brand Image

variable has a significance value of 0.261 (> 0.05), showing no heteroscedasticity. However, since the heteroscedasticity in the Word of Mouth variable is still close to the tolerance threshold (0.05) and the VIF value is low, the regression model overall can be considered acceptable and does not exhibit serious heteroscedasticity issues.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the research hypothesis regarding the effect of Word of Mouth (X1) and Brand Image (X2) on Purchase Decision (Y). Table 7 presents the results of the multiple linear regression analysis, including the regression coefficients, t-values, significance levels, and the regression equation used to examine the effects of Word of Mouth and Brand Image on Purchase Decision.

Table 7
Multiple Linear Regression Results

<i>Coefficients^a</i>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	5.359	2.409		.027
	Word_Of_Mouth	.572	.078	.354	.000
	Brand_Image	.468	.050	.447	.000

a. Dependent Variable: Purchase_Decision

Source: IBM SPSS 26 Processing Results, 2026

Based on the table 7 the constant value (a) is 5.359, with coefficients of 0.572 for Word of Mouth (X1) and 0.468 for Brand Image (X2), resulting in the multiple linear regression equation: $Y = 5.359 + 0.572X_1 + 0.468X_2 + e$. The constant indicates that if Word of Mouth and Brand Image are zero, the Purchase Decision value is 5.359. The Word of Mouth coefficient means that a 1-unit increase in Word of Mouth raises the Purchase Decision by 0.572 units, while the Brand Image coefficient indicates that a 1-unit increase in Brand Image raises the Purchase Decision by 0.468 units, assuming other variables remain constant. Both variables have significance values of 0.000 (< 0.05), showing that they significantly influence Purchase Decision. Therefore, it can be concluded that Word of Mouth and Brand Image have a positive and significant effect on Purchase Decision, both partially and simultaneously.

Coefficient of Determination Test (R^2 or Adjusted R^2)

The coefficient of determination test is used to determine the extent to which the independent variables can explain the dependent variable. The R^2 or Adjusted R^2 value ranges from 0 to 1, where a value closer to 1 indicates a greater ability of the independent variables to explain the dependent variable (Erwin et al., 2025). Table 8 presents the results of the coefficient of determination test, including the R^2 and Adjusted R^2 values used to evaluate the proportion of variance in Purchase Decision explained by Word of Mouth and Brand Image.

Table 8
Coefficient of Determination Test Results

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.530	.527	2.78172

a. Predictors: (Constant), Brand_Image, Word_Of_Mouth

Source: IBM SPSS 26 Processing Results, 2026

Based on the test results in the Model Summary table, the R value is 0.728, indicating a strong relationship between Word of Mouth and Brand Image on Purchase Decision. The R Square value is 0.530, meaning that 53% of the variation in Purchase Decision can be explained by Word of Mouth and Brand Image, while the remaining 47% is influenced by other factors not included in this study. Thus, it can be concluded that Word of Mouth and Brand Image have a considerable effect on Purchase Decision, contributing 53% to its variation.

Partial Significance Test (t-Test)

The t-test is conducted to determine the partial effect of each independent variable (Word of Mouth and Brand Image) on the dependent variable (Purchase Decision). The decision criteria are as follows: if the significance value (Sig.) is less than 0.05, the independent variable has a significant effect on the dependent variable; if the significance value is greater than 0.05, the independent variable does not have a significant effect (Erwin et al., 2025). Table 9 presents the results of the partial significance (t-test), including the t-values, significance levels, and regression coefficients used to evaluate the individual effects of Word of Mouth and Brand Image on Purchase Decision.

Table 9
Partial Significance Test Results (t-Test)

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.359	2.409		2.225	.027
	Word_Of_Mouth	.572	.078	.354	7.358	.000
	Brand_Image	.468	.050	.447	9.298	.000

a. Dependent Variable: Purchase_Decision

Source: IBM SPSS 26 Processing Results, 2026

Based on the regression test results, the Word of Mouth variable has a t-value of 7.358 with Sig. = 0.000 < 0.05, indicating that Word of Mouth has a positive and significant effect on Purchase Decision. The Brand Image variable has a t-value of 9.298 with Sig. = 0.000 < 0.05, showing that Brand Image also has a positive and significant effect on Purchase Decision. Thus, both Word of Mouth and Brand Image partially have a positive and significant influence on Purchase Decision, meaning that the better the Word of Mouth and Brand Image, the higher the consumers' Purchase Decision.

Simultaneous Significance Test (F-Test)

The F-test is conducted to determine whether the independent variables collectively (Word of Mouth and Brand Image) have a significant effect on the dependent variable (Purchase Decision). The decision criteria are as follows: if the significance value (Sig.) is less than 0.05, the regression model has a significant simultaneous effect; if the significance value is greater than 0.05, the effect is not significant (Syahlan et al., 2024). Table 10 presents the results of the simultaneous significance (F-test), including the F-value and significance level used to evaluate the combined effects of Word of Mouth and Brand Image on Purchase Decision.

Table 10
Simultaneous Significance Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3046.130	2	1523.065	196.830	.000 ^b
	Residual	2700.549	349	7.738		
	Total	5746.679	351			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Brand_Image, Word_Of_Mouth

Source: IBM SPSS 26 Processing Results, 2026

Based on the ANOVA table, the F-value is 196.801 with a significance value of $0.000 < 0.05$, indicating that Word of Mouth and Brand Image simultaneously have a significant effect on Purchase Decision.

Discussion

Based on the results of the data analysis, it was found that Word of Mouth (X_1) and Brand Image (X_2) have a positive and significant effect on Purchase Decision (Y) at PS Kosmetik in Sidenreng Rappang Regency. This finding is supported by both partial testing (t-test) and simultaneous testing (F-test), which show significance values below 0.05.

The t-test results indicate that the Word of Mouth variable has a t-value of 7.358 with a significance of $0.000 < 0.05$, meaning that Word of Mouth has a positive and significant effect on Purchase Decision. This suggests that the higher the level of recommendations or positive discussions from consumers about PS Kosmetik, the higher the tendency for other consumers to make purchases. Consumer recommendations based on real experiences are considered more trustworthy than promotions conducted by the seller (Wijayanto et al., 2024).

Furthermore, the Brand Image variable has a t-value of 9.298 with a significance of $0.000 < 0.05$, indicating that Brand Image also has a positive and significant effect on Purchase Decision. This shows that a positive perception of PS Kosmetik whether in terms of reputation, product quality, or service can enhance consumer trust and confidence in making purchases (Ikram et al., 2025).

The F-test results show that Word of Mouth and Brand Image simultaneously have a significant effect on Purchase Decision, with an F-value of 196.801 and Sig. = $0.000 < 0.05$. This means that consumer communication and a strong brand perception together shape consumers' purchase decisions at PS Kosmetik.

The coefficient of determination (R^2) value of 0.530 indicates that 53% of the variation in Purchase Decision can be explained by the two independent variables, Word of Mouth and Brand Image, while the remaining 47% is influenced by other factors outside this study, such as price, product quality, promotions, and store service.

These findings align with the research of Heryani, Yusnita, and Barlian (2024), which stated that Word of Mouth and Brand Image have a positive and significant effect on the purchase decisions of Make Over cosmetic products. The results are also supported by Safitri and Sari (2023), who found that electronic Word of Mouth and Brand Image significantly affect the purchase decisions of Luxcrime cosmetic products (Ramlan et al., 2025).

Thus, this study confirms that Word of Mouth and Brand Image are important factors influencing consumers' purchase decisions at PS Kosmetik in Sidenreng Rappang Regency. Therefore, the management of PS Kosmetik should strengthen marketing communication strategies based on Word of Mouth by maintaining service quality,

expanding positive interactions on social media, and sustaining a trusted and high-quality brand image in the eyes of consumers (Latif et al.,2025).

CONCLUSION AND SUGGESTION

Based on the findings of this study, it can be concluded that both Word of Mouth and Brand Image have a positive and significant influence on consumers' purchase decisions at PS cosmetic store in Sidenreng Rappang. Word of Mouth plays a crucial role by enhancing consumer trust and encouraging purchases through positive recommendations and experiences shared among customers, while a strong Brand Image strengthens consumer confidence and loyalty by reflecting the store's reputation, product quality, and unique characteristics. Collectively, these variables contribute significantly to shaping purchase decisions, explaining over half of the variation in consumer behavior, which highlights their essential role in driving sales and maintaining competitive advantage in the cosmetic retail sector. The study contributes to the understanding of how marketing communication strategies and brand management interact to influence consumer behavior, providing empirical evidence for the importance of integrating customer engagement and brand reputation in retail practices.

For subsequent research, it is suggested to explore additional factors that may influence purchase decisions, such as promotional strategies, pricing, product quality, and customer loyalty, in order to develop a more comprehensive understanding of the determinants of consumer behavior in the local cosmetic retail market. This would allow researchers to build on the current findings and offer further insights into optimizing marketing and brand strategies in similar contexts.

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