

## The Influence of Online Promotion, Service Quality, and Product Strategy on Purchasing Intention Mediated By Wom: A Study On Wedding Organizers

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**Abstract:** The rapid development of the wedding industry, coupled with shifting consumer preferences post-pandemic, has transformed how Wedding Organizers market their services. This study aims to analyze the influence of **online promotion**, **service quality**, and **product strategy** on **purchasing intention**, with **Word of Mouth (WOM)** as a mediating variable. The research focuses on Wedding Organizer users in Jabodetabek, particularly individuals aged 25-40 who have utilized these services within the past 1-2 years. Using a purposive sampling method, 200 respondents were selected to provide insights into their experiences and preferences.

Data were collected through structured questionnaires and analyzed using statistical methods to evaluate direct and indirect effects among the variables. The findings reveal that online promotion, service quality, and product strategy significantly influence purchasing intention. Furthermore, WOM mediates this relationship, emphasizing its critical role in enhancing consumer trust and decision-making. The study underscores the importance of leveraging digital marketing, delivering high-quality services, and innovating product offerings to attract and retain customers in a competitive market. This research provides valuable insights for Wedding Organizers to develop effective strategies tailored to evolving consumer behaviors, ensuring sustainable growth in the post-pandemic era.

**Keywords:** *Online Promotion, Service Quality, Product Strategy, Word of Mouth, Purchasing Intention, Wedding Organizer, Post-Pandemic Market Trends.*

## Introduction

### Research Background

Technological advancements and social transformations have changed how people organize weddings, including receptions, which are now often managed by Wedding Organizers (WO). The role of WOs has become increasingly important as they provide professional services in planning, design, and event execution. Digital technology enables WOs to enhance their services, facilitate client interactions, and offer app-based solutions for reservations and budget management. However, the COVID-19 pandemic brought major challenges to the wedding industry. Social restrictions and economic uncertainty led many couples to postpone or adjust their wedding plans, resulting in decreased demand for WO services. Data from the Central Statistics Agency also shows a decline in the number of weddings in Indonesia over the past decade, especially between 2021 and 2023.

Post-pandemic, there has been a noticeable shift toward simpler weddings and more efficient cost management, driven by economic challenges and uncertain social conditions. WOs must adapt by offering more affordable and creative packages while leveraging digital technology in their marketing strategies. Promotions through social media and online platforms have proven effective in reaching younger, more selective consumers, and data-driven approaches are increasingly essential. Service quality plays a critical role in building customer loyalty and influencing purchase intention, as customer satisfaction can generate significant Word of Mouth (WOM) impact. Flexible services and

competitive pricing are also key product strategies to attract consumer attention. This study aims to analyze the influence of online promotions, service quality, and product strategies on purchase intention, with WOM as a mediating variable, to explore the post-pandemic dynamics of the WO market in Indonesia.

## Literature Review

### Online Promotion

Online promotions play a crucial role in strengthening consumer purchasing decisions by offering easy access to product information, comparisons, reviews, and special offers. Utilizing digital platforms such as social media allows businesses to reach a wider audience, attract consumer interest, and improve customer satisfaction. Researchers like Santi and Supriyanto (2020), Lestari and Wahyono (2021), and Yustiani (2022) highlight that online promotions aim to effectively market products through the internet. The benefits include saving time and money, which enhances consumer experience. Hulu and Hendriati (2023) note that the multimedia and real-time features of the internet significantly contribute to promotional success, while Hariyanto (2021) and Harliyana et al. (2023) describe online promotion as a non-physical yet strategic marketing communication method.

Various components of online promotions include coupons, discounts, free trials, advertising, sales promotions, and public relations activities, as outlined by Iswati & Lestari (2021) and Magisa & Hardayu (2023). Tirtana and Turmudhi (2021) stress that

promotion effectiveness can be measured through frequency, quality, and accuracy of communication. Social platforms like Instagram and Facebook are effective tools in reaching and influencing consumer behavior, as shown by Purnama (2020). Incentives also play a key role in encouraging purchases (Susanto & Toton, 2022), and promotions are seen as essential marketing strategies (Kusuma & Shiratina, 2022). As technology advances, online promotions become the preferred method, with Warganegara & Safitri (2023) and Suparwo (2022) emphasizing the convenience and impact of digital promotions in increasing purchase intentions across various sectors, including tourism (Fitriany & Abidin, 2018).

### Online Promotion Indicators

Indicators of online promotion success can be seen through three main aspects, namely frequency, quality, and quantity of promotion.

1. Frequency refers to how often promotional messages are delivered to the audience, which affects the level of campaign visibility and ensures that the message remains in the consumer's memory.
2. Quality relates to the relevance and appeal of the promotional message sent, which will affect the extent to which the audience feels interested and connected to the promoted brand (Chaffey & Ellis-Chadwick, 2022).
3. Meanwhile, quantity includes the number of views, clicks, or interactions generated by the promotion. In this promotional quantity, the number of promotional content published in a certain period and the number of social media platforms used for promotion on digital platforms such as Instagram, Facebook, and TikTok.

Online promotion is an effort to introduce and market products through digital platforms, such as social media, websites, and applications, to reach a wide audience, provide direct information, and influence purchasing decisions. These three indicators support each other to increase the effectiveness of promotions, conversions, and customer loyalty.

### Service Quality

Service quality is the extent to which excellence is experienced and perceived by consumers, influenced by two fundamental elements: consumer expectations and assessments. According to Adi and Njo (2024), the perspective on quality includes tangible (product) and intangible (service process) aspects. The SERVQUAL framework, detailed by Lovemore et al. (2023) and Shokouhyar et al. (2020), is applied to assess service quality by comparing expectations and actual performance.

In the context of wedding organizers, service quality includes technical attributes (event results) and functional aspects (relationships with clients). Grönroos (2020) notes that quality is determined by the difference between expectations and reality. Parasuraman, Zeithaml, and Berry (2021) emphasize the significance of planning, execution, communication, responsiveness, and flexibility. Kotler and Keller (2023) suggest that attention to detail, such as event themes and experiences, is key to success. In addition, Lovelock and Wirtz (2021) noted that trust and attention to the partner's personal needs greatly affect the level of satisfaction.

In the realm of e-commerce, Ashiq and Hussain (2023) emphasized the relevance of the security and convenience dimensions in

influencing consumer perceptions. Ebrahimi et al. (2024) also emphasized that service quality encompasses the entire customer journey, from the pre-purchase to the post-purchase stage. Overall, service quality depends on the ability of the organizer or company to meet consumer expectations technically, functionally, and emotionally.

### Dimensions of Service Quality

Service quality refers to the degree of excellence desired by consumers, which can be achieved through managing expectations and user experience. This quality consists of two main elements: technical aspects (service according to specifications) and functional aspects (interactions such as communication methods and responsiveness). The dimensions of service quality, according to SERVQUAL (Parasuraman, Zeithaml, and Berry, 1988), include: Tangible: Physical facilities, staff appearance, and equipment used. Reliability: Stability, compliance with time, and accuracy of service. Responsiveness: Speed and willingness to help consumers. Assurance: Knowledge, expertise, and professional attitude of staff that builds trust. Empathy: Attention to consumer desires and needs.

Kotler and Keller (2023) show that the significance of service quality is increasing with the integration of physical and digital services, as seen in e-commerce or wedding organizers, which use technology to enhance the user experience. Tiago and Veríssimo (2022) highlight that tailored and data-driven services play an important role in building long-term relationships with consumers, as well as driving increased satisfaction, loyalty, and company success.

### Product Strategy

Wedding Organizers need a focused product strategy to ensure long-term success. This strategy involves developing, designing, and promoting offerings that meet consumer expectations while strengthening the company's market position. According to Kotler and Keller (2016), product strategy includes decisions about product features, market segmentation, and differentiation. Beyond physical products, elements such as additional services, quality, design, and packaging play a crucial role in enhancing customer satisfaction. Granero (2019) emphasizes the importance of balancing product variety and quality to remain competitive in a dynamic market, while Keller (2023) highlights the role of brand strength in building customer loyalty and brand equity.

Equally important is the integration of products and services, which helps expand market reach and improve the overall customer experience (Kurpiela & Teuteberg, 2022). An effective product strategy fosters uniqueness and sustainable value in a competitive environment. Key indicators for assessing product strategy include customer satisfaction with product features, services, quality, design, and packaging. Continuous innovation is essential to deliver added value and create a real competitive advantage. By effectively managing these elements, companies can strengthen their position and move toward achieving their long-term business goals.

### Word of Mouth

Word-of-mouth (WOM) is an informal form of communication about products or services that is often perceived as more trustworthy than traditional advertisements. It plays a key role in shaping consumer perceptions, influencing purchase intentions, and guiding decision-making. WOM can occur both before and

after a purchase, as customers share their experiences with others (Rumyeni et al., 2023). According to Kundu and Rajan (2017), WOM is potentially more effective than conventional advertising because of its authenticity and personal nature.

Manyanga et al. (2022) explain that WOM intentions can stem from a lack of desire or experience, while Setiawati et al. (2021) note that it fosters honest and voluntary communication. In today's digital era, Kokila and Sampathlakshmi (2022) highlight the growing impact of WOM through social media, which amplifies its reach and influence. Overall, WOM is a powerful marketing tool that significantly affects consumer behavior, and with the rise of digital platforms, it has become an essential part of modern marketing strategies.

## Purchasing Intention

Purchase intention is a key stage in the consumer decision-making process, reflecting the likelihood that a consumer will buy a specific product or service (Sam et al., 2009; Ali et al., 2020). It is shaped by factors such as brand preference, interest, and the desire to try a product (Ajzen, 1991; Morwitz et al., 2007). Although many individuals may share similar interests, their final purchasing decisions are influenced by internal and external factors. Purchase intention also serves as a useful metric for evaluating the effectiveness of new distribution channels and identifying target markets and consumer segments (Gil-Saura et al., 2020).

According to Wu, Yeh, and Hsiao (2011), purchase intention involves a thoughtful process where consumers assess various options before making a decision. Ajzen (2002), as cited by Nguyen and Truong (2021), emphasizes that purchase intention is driven by personal attitudes, social norms, and perceived control over behavior. Moreover, purchase intention can also be seen in consumers acting as decision-makers, influenced by elements such as social interaction, perceived value, engagement, and brand awareness (Dabbous et al., 2020). This highlights that purchase decisions are not made impulsively but result from a deliberate evaluation of several factors.

Based on the explanation above, it can be said that purchasing intention is a complex process that involves various stages from recognizing needs to post-purchase behavior. Internal factors such as psychological conditions and external factors such as social environment, culture, and marketing stimulation play an important role in influencing this process. Although decision-making methods tend to be similar among individuals, factors such as age, character, income, and lifestyle can influence the final decision. Basically, purchasing intention is the core of consumer behavior that reflects how they choose, buy, and use products or services to meet their needs and wants. This decision does not only end with a purchase, but also includes how the product or service is used and assessed after purchase.

Here are some indicators that can be used to evaluate purchasing intention:

1. Transactional interest, the tendency of consumers to buy products repeatedly because consumers have consumed them often.
2. Referential interest refers to the consumer's willingness to suggest or endorse products or services they have used to other people.
3. Preferential interest, consumer behavior that has a primary preference for a product. Product selection based on what is offered.

4. exploration interest, consumer behavior that seeks information about the product of interest and seeks positive information about the product.

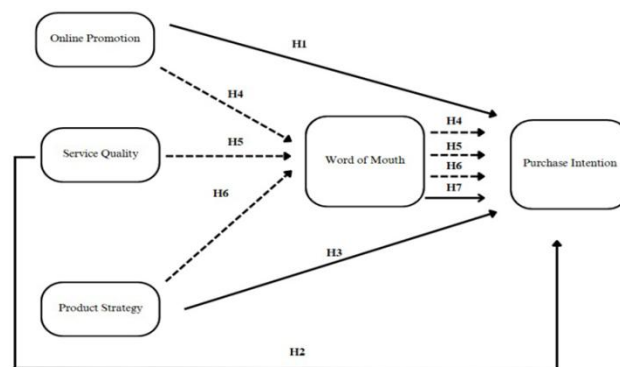


Figure 2.1: Conceptual Framework

## Hypothesis Development

- Hypothesis 1 (H1): online promotion has an effect on purchasing intention
- Hypothesis 2 (H2): service quality has an effect on purchasing intention.
- Hypothesis 3 (H3): product strategy has an effect on purchasing intention.
- Hypothesis 4 (H4): WOM mediates the effect of online promotion on purchasing intention.
- Hypothesis 5 (H5): WOM mediates the effect of service quality on purchasing intention.
- Hypothesis 6 (H6): WOM mediates the effect of product strategy on purchasing intention
- Hypothesis 7 (H7): WOM has an effect on purchasing intention.

## Methodologies

### Research instruments and Data Collection

In essence, a research method is a systematic and scientific approach used to gather predetermined data. According to Sugiyono (2018), research methods are defined as scientific procedures for obtaining data that can be described, validated, developed, and used to discover theoretical insights in order to understand, address, and anticipate issues in human life. Similarly, Kothari (2004) states that research methods involve the procedures for collecting data aimed at solving problems, identifying solutions, and establishing connections between data and methodologies through accurate evaluation of research findings. This study seeks to examine the impact of online promotion, service quality, and product strategy on purchase intention, with word of mouth (WOM) as a moderating variable, in the context of wedding organizer services. A quantitative approach is employed, utilizing structured instruments to further assess the extent to which online promotion, service quality, and product strategy influence purchase intention, moderated by WOM.

### Research Instrument

#### ➤ Purchase Intention

##### a. Conceptual Definition

Purchasing intention is a complex process involving various stages from need recognition to post-purchase behavior. Internal factors such as psychological conditions and external factors such as social

environment, culture, and marketing stimuli play an important role in influencing this process. Although decision-making methods tend to be similar among individuals, factors such as age, character, income, and lifestyle can influence the final decision.

**Operational Definition.**

#### **b. Operational Definition**

(Dabbous et al., 2020) Several factors can also influence consumer purchasing intention such as social interaction, perceived economic benefits, consumer involvement, and brand awareness.

##### ➤ **Online Promotion**

#### **a. Conceptual Definition of Online Promotion**

Online promotion is a method of interaction between businesses and customers to convey information, convince, or encourage them to make purchases of goods or services provided.

#### **b. Operational Definition of Online Promotion**

Online promotion includes actions taken by companies to market goods or services through digital platforms. Perceptions of online promotion are evaluated through three dimensions: breadth of message reach, message quality, and message frequency, by applying a Likert scale to Wedding Organizer users.

##### ➤ **Service Quality**

#### **a. Conceptual Definition of Service Quality**

Service quality is identifying the constructs needed to design and define optimized products and services that meet customer needs according to the situation and context.

#### **b. Operational Definition of Service Quality**

Service quality (SQ), as one of the determinants of customer satisfaction and customer perception factors towards the company's image, has attracted the attention of many researchers. The indicators used in Service Quality are Tangibles, Realibility, Responsiveness, Assurance, and Emptahy.

##### ➤ **Product Strategy**

#### **a. Conceptual Definition of Product Strategy**

Product strategy is an effort to differentiate product marketing in the eyes of consumers or customers to make it easier for consumers to recognize the products that will be sold by a company.

#### **b. Operational Definition of Strategic Product**

In this study, dimensions such as Features, Supplemental Services, Product Quality and Design, Packaging and Labeling, Product Management and Development and Brand Placement were used to measure a Strategic Product.

##### ➤ **WOM**

#### **a. Contextual Definition of WOM**

WOM is a form of informal communication involving the evaluation and discussion of products, services, or brands between individuals. WOM has a significant influence on various aspects of consumer decisions, including brand choice and purchasing decisions, and is often more effective than traditional marketing tools.

#### **b. Operational Definition of WOM**

(Word of Mouth (WOM) refers to informal communication or the dissemination of information about products, services, or brands that occurs through personal interactions between consumers or

individuals, either directly or through social media platforms, online forums, or applications. WOM can influence a person's perception and purchasing decisions because the information conveyed is usually considered more credible, unbiased, and based on personal experience.

## **Investigated Areas**

This study was conducted on Wedding Organizer customers in the Jabodetabek area with the aim of knowing the process of placing purchasing intentions carried out by customers in using WO services as their choice. This study was conducted over a period of 6 months, starting from August to February in 2025. The scope of this study includes WO customers located in Jabodetabek, namely Jakarta, Bogor, Depok, Tangerang, and Bekasi.

## **Data Analysis Strategy**

To evaluate the research results and analyze the model, data validity and reliability were tested using SPSS version 26. The data, collected through questionnaires, aimed to ensure relevance and consistency over time. Measurement and structural validity were assessed using SPSS, while model fit and hypothesis testing were conducted using Structural Equation Modeling (SEM) with AMOS version 22.

This study employs both descriptive and inferential statistical analysis methods. Descriptive statistical analysis is utilized to present the collected data as it is, without aiming to draw conclusions or generalize to a larger population. On the other hand, inferential analysis—also known as inductive statistics is a technique used to examine sample data, with the results being interpreted to make conclusions about the overall population (Sugiyono, 2016).

## **Sample Design & Selection of Sample**

This research employs purposive sampling to gather data that accurately represents the target audience by choosing participants according to designated standards.

### **Population:**

The targeted population includes people in Jabodetabek who have utilized Wedding Organizer services, specifically during the previous 1-2 years, via online channels or social media.

### **Sample Criteria:**

- **Users:** Participants must have experience with Wedding Organizer services.
- **Location:** Participants are required to live in Jabodetabek.
- **Experience:** Participants should have availed these services in the past 1-2 years.
- **Demographics:** Participants should be aged between 25 and 40 years with a socio-economic background conducive to using Wedding Organizer services.
- **Sample Size** (250 Respondents).

The selection of 250 respondents was based on the need to obtain a sufficiently large sample size to ensure strong statistical power and representative results. According to Sekaran (2016), for studies involving quantitative analysis with complex statistical techniques, a sample size ranging from 200 to 300 respondents is considered adequate to achieve valid and reliable outcomes.

## **Results and Discussion**

## Description of the Analysis Unit

### ➤ Respondent Profile

This research utilizes descriptive analysis and hypothesis testing methods. Data were obtained from 250 respondents who have either used or intend to use Wedding Organizer (WO) services. The sample was drawn using a random sampling method within the Jabodetabek area. Data collection was carried out indirectly through an online questionnaire distributed via Google Forms. The study examines the impact of Online Promotion, Service Quality, and Product Strategy on Purchase Intention, with Word of Mouth (WOM) serving as a moderating variable. The questionnaire response rate is detailed in the table below.

**Table 4.1: Respondent Profile Based on Marital Status**

Responden	Pembagian Kuesioner		Pengembalian Kuesioner					
	Lgs g	Tidak Lgs g	Lgs g	%	Tidak Lgs g	%	Tidak Kembali	%
Wedding Organizer	-	250	-	0 %	250	100 %	0	0 %

#### Source – Primary Data

As shown in the table above, all 250 questionnaires were successfully completed, yielding a 100% response rate. Following data collection, the data were processed using Microsoft Excel, SPSS version 26, and AMOS. The analysis included descriptive statistics such as mean, minimum, maximum, and standard deviation values. These results were examined using frequency tables based on specific criteria, including respondent characteristics such as gender and marital status.

#### A. Respondent Description Based on Gender

The respondent data collected is classified based on gender, as presented in the following table:

**Table 4.2: Respondent Profile Based on Gender**

		Frequency	Percent	Valid Percent
Valid	Laki-laki	102	40.8	40.8
	Perempuan	148	59.2	100.0
	Total	250	100.0	100.0

#### Source – Primary Data

Based on Table 4.2, 102 respondents (40.8%) were male, while 148 respondents (59.2%) were female. This indicates that female respondents were more dominant in using Wedding Organizer services compared to male respondents.

#### B. Respondent Description Based on Marital Status

The respondent data is further classified based on marital status, as shown in the following table:

**Table 4.3: Respondent Profile Based on Marital Status**

		Frequency	Percent	Valid Percent
Valid	Lajang	140	56.0	56.0
	Menikah	110	44.0	100.0
	Total	250	100.0	100.0

#### Source – Primary Data

Table 4.3 indicates that 140 respondents (56.0%) were single, while 110 respondents (44.0%) were married. These results suggest that the majority of respondents who use Wedding Organizer services are single individuals, possibly because they are planning for their weddings.

## Descriptive Statistics of Variables

This research provides a descriptive analysis of the variables using indicators such as minimum, maximum, average (mean), and standard deviation values. The analysis is derived from the responses of 250 participants, utilizing a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

#### A. Descriptive Statistics of Purchase Intention (Y)

This study conducts a descriptive analysis of the variables using measures such as the minimum and maximum values, average (mean), and standard deviation. The analysis is based on data collected from 250 respondents, evaluated using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

**Table 4.4 : Descriptive Statistics for Statements of Purchase Intention**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PI1	250	1	5	4.28	.907
PI2	250	1	5	4.24	.922
PI3	250	1	5	4.33	.942
PI4	250	1	5	4.18	.913
PI5	250	1	5	4.30	.916
Valid N (listwise)	250				

#### Source – Primary Data

#### B. Descriptive Statistics of Online Promotion (X1)

The descriptive statistics for Online Promotion are summarized in the following table:

**Table 4.5 Descriptive Statistics for Online Promotion Statements**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
OP1	250	1	5	4.18	1.039



<b>OP2</b>	250	1	5	4.23	.958
<b>OP3</b>	250	1	5	4.21	.845
<b>OP4</b>	250	1	5	4.19	1.049
<b>OP5</b>	250	1	5	4.21	.806
<b>Valid N (listwise)</b>	250				

#### Source – Primary Data

The analysis indicates an average score of 4.16 for Online Promotion, suggesting that most respondents agree with the provided statements. The standard deviation values indicate moderate response variability.

#### C. Descriptive Statistics of Service Quality (X2)

The descriptive statistics for Service Quality are summarized in the following table:

**Table 4.6 Descriptive Statistics of Service Quality**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>SQ1</b>	250	1	5	4.33	.908
<b>SQ2</b>	250	1	5	4.18	.953
<b>SQ3</b>	250	1	5	4.36	.811
<b>SQ4</b>	250	1	5	4.14	.881
<b>SQ5</b>	250	1	5	3.78	1.291
<b>Valid N (listwise)</b>	250				

#### Source – Primary Data

The average score for Service Quality is 4.16, suggesting that respondents generally agreed with the statements. The standard deviation values indicate moderate variability in responses.

#### D. Descriptive Statistics of Product Strategy (X3)

The descriptive statistics for Product Strategy are summarized in the following table:

### Data Testing and Analysis

#### ➤ Data Normality Test

**Table 4.9 Data Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		250
Normal Parameters <sup>a,b</sup>	Mean	.000000

**Table 4.7 Descriptive Statistics for Product Strategy**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>PS1</b>	250	1	5	4.21	1.059
<b>PS2</b>	250	1	5	4.27	.799
<b>PS3</b>	250	1	5	3.58	1.369
<b>PS4</b>	250	1	5	4.25	.929
<b>PS5</b>	250	1	5	4.21	.873
<b>Valid N (listwise)</b>	250				

#### Source – Primary Data

The analysis indicates that the average score for Product Strategy is 4.16, implying that respondents mostly agreed with the statements. The standard deviation values show moderate variability in responses.

#### E. Descriptive Statistics of Word of Mouth (WOM)

The descriptive statistics for Word of Mouth (WOM) are summarized in the following table:

**Table 4.8 Descriptive Statistics for Word of Mouth**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>WOM1</b>	250	1	5	4.26	.989
<b>WOM2</b>	250	1	5	4.28	.887
<b>WOM3</b>	250	1	5	4.20	.937
<b>WOM4</b>	250	1	5	4.13	.946
<b>WOM5</b>	250	1	5	4.22	.930
<b>Valid N (listwise)</b>	250				

#### Source – Primary Data

The analysis of Word of Mouth shows an average score of 4.8, suggesting that respondents generally agreed with the statements. The standard deviation values indicate a moderate level of response variability.

	Std. Deviation	2.81457250
Most Extreme Differences	Absolute	.053
	Positive	.059
	Negative	-.053
Test Statistic		.078
Asymp. Sig. (2-tailed) <sup>c</sup>		.200
Monte Carlo Sig. (2-tailed) <sup>c</sup> Sig		.082
99% Confidence Interval Lower Bound		.075
Upper Bound		.089
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Referring to the data normality test in Table 4.9, the One-Sample Kolmogorov-Smirnov test indicates an Asymp. Sig value of 0.200, which is greater than 0.50. Therefore, the data used in this study are normally distributed.

➤ **Validity and Realbility Testing**

*Table 4. 10 Validity and Reliability Test Results*

Konstruk/Variabel Laten	Reliabilitas (Cronbach's Alpha)	Item (Indikator)	Corrected Item Total Correlation
<i>Online Promotion</i>	,692	OP01	,945
	,679	OP02	,946
	,590	OP03	,947
	,704	OP04	,945
	,532	OP05	,947
<i>Service Quality</i>	,661	SQ01	,946
	,665	SQ02	,946
	,482	SQ03	,948
	,590	SQ04	,947
	,583	SQ05	,948
<i>Product Strategy</i>	,641	PS01	,946
	,631	PS02	,946
	,672	PS03	,946
	,555	PS04	,947
	,464	PS05	,948
<i>Word of Mouth</i>	,717	WOM01	,945
	,661	WOM02	,946
	,671	WOM03	,946
	,673	WOM04	,946
	,656	WOM05	,946
<i>Purchasing Intention</i>	,667	PI01	,946
	,656	PI02	,946
	,689	PI03	,945

	,654	PI04	,946
	,653	PI05	,946

Based on the results of table 4.10 above, in assessing the feasibility of a statement, a validity test is carried out by comparing the Corrected Item-Total Correlation value to the R Table value. Based on the number of respondents of 250 people, the R Table value is 0.1241 with a significance level of 0.05. Therefore, to be considered valid, the Corrected Item-Total Correlation value must be greater than 0.1241. If the Corrected Item-Total Correlation value is less than 0.1241, then the statement is invalid. After the validity test is carried out, the next step is to test the reliability of the data, which can be seen from the Cronbach's Alpha value. The standard used is a Cronbach's Alpha value of at least 0.7. If the Cronbach's Alpha value is less than 0.7, then the data is considered unreliable. Conversely, if the Cronbach's Alpha value is greater than 0.7, then the data is considered reliable.

## Explanatory Factor Analysis (EFA)

### A. Online Promotion

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	652.487
	Df	10
	Sig.	.000

**Tabel 4. 11 Explanatory Factor Analysis (EFA) Online Promotion**

Component Matrix <sup>a</sup>	
	Component
	1
OP1	.870
OP2	.857
OP3	.808
OP4	.852
OP5	.744
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

$$\sum \frac{4,131}{5} = 0.8262 \geq 0,05$$

### B. Service Quality

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	589.746
	Df	10
	Sig.	.000

**Tabel 4. 12 Explanatory Factor Analysis (EFA) Service Quality**

Component Matrix <sup>a</sup>	
	Component
	1
SQ1	.828
SQ2	.845
SQ3	.778
SQ4	.809
SQ5	.835
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

$$\sum \frac{4,095}{5} = 0.819 \geq 0,05$$

### C. Product Strategy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.880
Bartlett's Test of Sphericity	Approx. Chi-Square	590.285
	Df	10
	Sig.	.000

**Tabel 4. 13 Explanatory Factor Analysis (EFA) Product Strategy**

Component Matrix <sup>a</sup>	
	Component
	1
PS1	.837
PS2	.818
PS3	.858
PS4	.810
PS5	.771
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	



$$\Sigma \frac{4,094}{5} = 0.818 \geq 0,05$$

#### D. Word of Mouth

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	567.718
	Df	10
	Sig.	.000

Tabel 4. 1 Explanatory Factor Analysis (EFA) Word of Mouth

Component Matrix <sup>a</sup>	
	Component
	1
WOM1	.828
WOM2	.795
WOM3	.827
WOM4	.804
WOM5	.826
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

$$\Sigma \frac{4,08}{5} = 0.816 \geq 0,05$$

#### E. Purchasing Intention

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.895
Bartlett's Test of Sphericity	Approx. Chi-Square	773.096
	Df	10
	Sig.	.000

Tabel 4. 15 Explanatory Factor Analysis (EFA) Purchasing Intention

Component Matrix <sup>a</sup>	
	Component
	1
PI1	.863
PI2	.852
PI3	.867
PI4	.838

PI5	.863
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

$$\Sigma \frac{4,283}{5} = 0.856 \geq 0,05$$

#### Hypothesis Test

##### ➤ Confirmatory Factor Analysis Test (CFA)

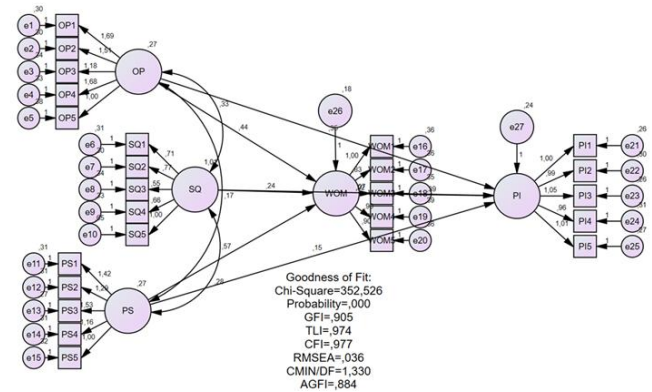


Figure 4.1 Confirmatory Factor Analysis (Fit Model)

Source: Processed by Researchers (2025)

Pengujian Confirmatory Factor Analysis (CFA) menggunakan AMOS dilakukan untuk mengevaluasi model fit melalui nilai p-value, CMIN, RMSEA, GFI, TLI, dan AGFI. Hasil menunjukkan model memenuhi kriteria fit berdasarkan Absolute Fit Index, yang mencakup chi-square, GFI, AGFI, dan RMSEA.

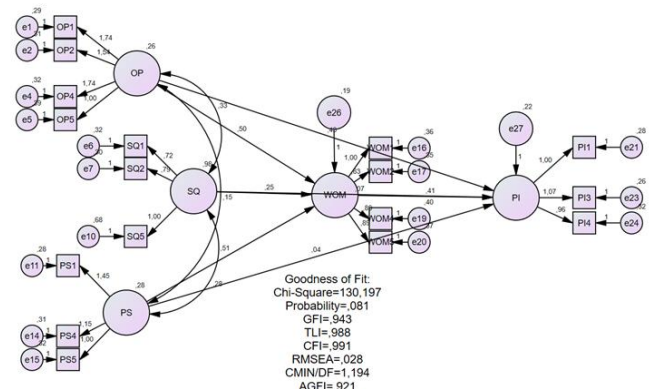


Figure 4.2 Confirmatory Faktor Analysis

#### 1. X<sup>2</sup> Chi-Square

Tabel 4. 16 Model Fit P-Value

Model	NPA R	CMIN	DF	P	CMIN/DF
Default model	44	130,197	109	,081	1,194
Saturated model	153	,000	0		
Independence model	17	2385,596	136	,000	17,541

Sumber: diolah oleh peneliti (2025)

Based on table 4.16, it can be concluded that the p-value is 0.81 which is greater than 0.05 ( $0.81 > 0.05$ ), so  $H_0$  is rejected. Thus, the model is declared accepted or suitable.

## 2. GFI (Goodness of Fit Index)

**Tabel 4. 2 Model Fit GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	,029	,943	,921	,672
Saturated model	,000	1,000		
Independence model	,380	,242	,147	,215

Source: processed by researchers (2025)

Based on the data presented in Table 4.17, it is known that the GFI value in the Default Model is 0.943, which is greater than 0.90 ( $0.943 > 0.90$ ). This shows that the GFI value meets the eligibility criteria, so that this research model can be declared feasible for use with marginal fit.

## 3. AGFI (Adjusted Goodness of Fit Index)

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,028	,000	,045	,988
Independence model	,258	,249	,267	,000

**Tabel 4. 3 Model Fit Output Amos**

Model	NFI Delta 1	RFI rho 1	IFI Delta 2	TLI rho 2	CF I
Default model	,945	,832	,991	,988	,991
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

## Goodness of Fit Model (Evaluation of Model Determination Criteria)

After various tests have been conducted to evaluate the *Goodness of Fit Model* (model fit criteria), the conclusions that can be drawn and summarized in the results are as follows:

**Table 4. 4 Model Accuracy Test (Goodness of Fit Model)**

Good of Fit Index	Cut-off Value	Hasil	Keterangan
Chi-Square	$< 293,25$	130,197	Good Fit
Probability	$\geq 0.05$	0,081	Good Fit
GFI	$\geq 0.90$	0,943	Good Fit
TLI	$\geq 0.95$	0,988	Good Fit
CFI	$\geq 0.95$	0,991	Good Fit

Source: processed by researchers (2024)

## 1. Tucker Lewis Index (TLI)

Based on the data in Table 4.18, it is known that the TLI value in this study is 0.988, which is greater than 0.90. This indicates that the model being tested meets the criteria and is acceptable because it is above the set cut-off value.

## 2. Comparative Fit Index (CFI)

Based on the data in Table 4.18, it is known that the CFI value in this study is 0.991, which is greater than 0.90. Thus, the value meets the necessary criteria for a model to be considered fit.

## 3. Root Mean Square Error of Approximation (RMSEA)

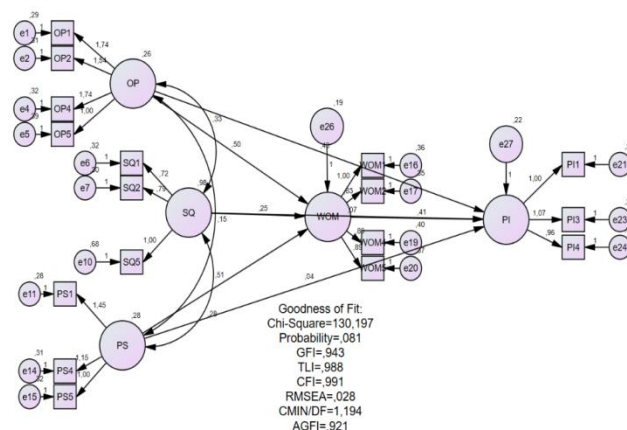
**Table 4. 19 Model Fit RMSEA**

Source: processed by researchers (2025)

Based on Table 4.19, the recorded RMSEA value is 0.028, which is smaller than 0.08. This shows that the model has met the criteria and can be declared as a fit model.

## Analisis Kausalitas (Persamaan Struktural)

The results of the causality analysis that have been carried out on the full model test show the relationships that have been built, and based on these results, it can be concluded that the model in this study meets the following fit criteria:



**Figure 4. 3 Results of Causality/Structural Equations (Fit Model)**

Source: Processed by Researchers (2025)

<b>RMSEA</b>	< 0.80	0,028	Good Fit
<b>CMIN/DF</b>	≤ 2.00	1,194	Good Fit
<b>AGFI</b>	≥ 0.90	0,921	Good Fit

Source: Processed by researchers (2025)

Based on Table 4.20 regarding model fit, it is known that the probability value or p-value of 0.081, which is greater than 0.05, indicates that the model has achieved the expected level of fit. Furthermore, the output shows a TLI value of 0.988 ( $\geq 0.95$ ) and a CFI of 0.991 ( $\geq 0.95$ ). In addition, the CMIN/DF value in this study is 1.194, which is less than 2.00, so it can be concluded that this model is feasible and categorized as a good fit model. Meanwhile, the recorded AGFI value is 0.921 ( $\geq 0.90$ ) and GFI is 0.943 ( $\geq 0.90$ ), which indicates marginal fit results.

### Uji Hipotesis

Testing this hypothesis is carried out to determine the critical value, also known as *the Critical Ratio*, using the following data:

**Table 4. 5 Test the Hypothesis**

Hipotesis	Jalur	B	S.E	C.R	P	Kesimpulan
<b>H1</b>	OP → PI	,427	,138	3,089	,002	<i>Diterima</i>
<b>H2</b>	SQ → PI	,073	,125	3,048	,029	<i>Diterima</i>
<b>H3</b>	PS → PI	,042	,070	,333	,739	<i>Ditolak</i>
<b>H4</b>	WOM → PI	,409	,117	3,486	***	<i>Diterima</i>
<b>Sobel Test</b>						
Hipotesis	Jalur	t-test		P-Value		Kesimpulan
<b>H5</b>	OP → WOM → PI	9,26		0,00		<i>Diterima</i>
<b>H6</b>	SQ → WOM → PI	8,81		0,00		<i>Diterima</i>
<b>H7</b>	PS → WOM → PI	7,94		0,00		<i>Diterima</i>

Source: Processed by Researchers (2025)

Based on table 4.21, it can be seen that the hypothesis in this study is that the requirement that states that if the Hypothesis is accepted is to have a Critical Ratio value  $> 1.96$  with a significance value of 0.05 and the Sobel Test with a t-test value above or  $> 1.96$  and a P-Value value of less than 0.05. then, for the basis of the P-Value value that must be done is the P-Value value  $< 0.05$ . From the table above, it is known that H1, H2, H4, H5, H6 and H7, that all Hypotheses in this study are accepted and have a positive and significant influence and the H3 value is rejected and has no significant effect with a P-value  $< 0.05$ .

### Direct and Indirect Influence

#### a. Direct Effect

**Table 4. 22 Direct Effects**

	<i>Online Promotion</i>	<i>Service Quality</i>	<i>Product Strategy</i>	<i>Word Of Mouth</i>	<i>Purchasing Intention</i>
<b>Word Of Mouth</b>	,502	,250	,509	,000	,000
<b>Purchasing Intention</b>	,427	,073	,042	,409	,000

Source: processed by researchers (2025)

Based on table 4.22 above, it can be concluded that there is a direct influence between Online Promotion and Word of Mouth having a Direct Effect of 0.502, Service Quality on WOM of 0.250, and Product Strategy on Word of Mouth of 0.509. While Word of Mouth has a direct influence of 0.409 on Purchasing Intention.

#### b. Indirect Effect

**Table 4. 23 Indirect Effects**

	<i>Online Promotion</i>	<i>Service Quality</i>	<i>Product Strategy</i>	<i>Word Of Mouth</i>	<i>Purchasing Intention</i>
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	<i>Online Promotion</i>	<i>Service Quality</i>	<i>Product Strategy</i>	<i>Word Of Mouth</i>	<i>Purchasing Intention</i>
<i>Word Of Mouth</i>	,000	,000	,000	,000	,000
<i>Purchasing Intention</i>	,205	,102	,208	,000	,000

Source: processed by researchers (2025)

Based on table 4.23 above, it can be concluded that there is no indirect influence between the variables Online Promotion, Service Quality, and Product Strategy on Word of Mouth, followed by the indirect influence of Online Promotion on Purchasing Intention of 0.092, Service Quality on Purchasing Intention of 0.086, Product Strategy on Purchasing Intention of 0.094.

### c. Total Effect

*Table 4. 24 Total Effect*

	<i>Online Promotion</i>	<i>Service Quality</i>	<i>Product Strategy</i>	<i>Word Of Mouth</i>	<i>Purchasing Intention</i>
<i>Word Of Mouth</i>	,502	,250	,509	,000	,000
<i>Purchasing Intention</i>	,632	,175	,632	,409	,000

Source: processed by researchers (2025)

Based on table 4.24 above, it can be concluded that there is a total influence between Online Promotion having a total influence on Word of Mouth of 0.310 and Purchase Intention of 0.295. Service Quality The total influence on Word of Mouth was 0.284 and Purchase Intention was 0.138. Product Strategy has a total influence on Word of Mouth of 0.305 and Purchase Intention of 0.295 and finally that Word of Mouth has a total influence on Purchase Intention of 0.302.

### The Effect of Online Promotion on Purchase Intention

The results of the study indicate that Online Promotion has a positive influence, with a coefficient value of 0.138 and a Critical Ratio of 3.089, which exceeds the threshold of 1.96. The P-Value is 0.002, confirming that the hypothesis regarding the effect of Online Promotion on Purchase Intention is accepted. These findings are consistent with survey results from Wedding Organizer users, which show that Online Promotion plays a significant role in shaping Purchase Intention. This is largely because engaged couples rely heavily on information available through digital platforms such as websites, social media, and online marketplaces that offer wedding-related services.

### The Influence of Service Quality on Purchase Intention

The results show that Service Quality has a direct effect on Purchase Intention, with a coefficient of 0.125, a Critical Ratio of 3.048 (>1.96), and a significant P-Value of 0.029, supporting the hypothesis. However, this contrasts with previous studies on Wedding Organizer users, where good service quality improved trust and satisfaction but did not necessarily lead to purchase decisions. Other factors like brand reputation, recommendations, and pricing had a stronger influence. Thus, while professional and responsive service enhances satisfaction, it may not directly drive Purchase Intention.

### The Influence of Product Strategy on Purchase Intention

The results indicate that Product Strategy does not significantly affect Purchase Intention, with a coefficient of 0.042, a Critical Ratio of 0.333 (<1.96), and a P-Value of 0.739 (>0.05), leading to the rejection of the hypothesis. This contradicts survey findings from Wedding Organizer users, where product strategies—such as customizable packages, personalized wedding concepts, and service innovation—were seen as positively influencing purchase decisions by enhancing appeal and trust.

### The Influence of Online Promotion on WOM

The study found that Word of Online Promotion has a positive effect on WOM, with a coefficient of 0.409, a Critical Ratio of 3.486 (>1.96), and a significant P-Value, confirming the hypothesis. This aligns with survey results showing that Online Promotion positively influences WOM. Effective digital marketing through social media, websites, and other platforms makes service information more accessible and shareable, naturally enhancing WOM among Wedding Organizer users.

### The Influence of Online Promotion on Purchase Intention with WOM

The research shows that Online Promotion has a positive impact, with a t-test value of 9.26 (> 1.96) and a P-value of 0.00 (< 0.05), indicating that the hypothesis on Online Promotion's effect on Purchasing Intention through WOM is accepted. This finding aligns with a survey of Wedding Organizer users, which also found

that Service Quality positively affects WOM. This is consistent with studies on online promotion effectiveness, which highlight its key role in spreading information via word of mouth.

## The Influence of Product Strategy on Purchase Intention with WOM

The research indicates that Product Strategy has a positive impact, with a t-test value of 7.94 ( $> 1.96$ ) and a P-value of 0.00 ( $< 0.05$ ), confirming that the hypothesis on Product Strategy's influence on Purchasing Intention through WOM is accepted. This finding supports studies showing that a well-executed Product Strategy, including innovative features, high quality, competitive pricing, and attractive packaging, boosts Purchasing Intention by encouraging customers to share positive experiences through word of mouth.

## Conclusion

1. Online Promotion and WOM have a positive and significant impact on increasing Purchasing Intention for Wedding Organizers in the Jabodetabek area.
2. Online Promotion mediated by WOM positively influences Purchasing Intention. Effective use of social media, websites, and digital platforms increases consumer interest by providing accessible and appealing service information.
3. Service Quality communicated through WOM also has a positive effect on Purchasing Intention. High-quality services increase the likelihood of customers recommending the Wedding Organizer, influencing others' purchasing decisions.
4. Product Strategy shared via WOM positively impacts Purchasing Intention. When offerings meet customer needs and are shared through positive experiences, they influence potential clients to use the service.
5. Online Promotion positively affects WOM. Strategic use of digital channels makes information about services easier to access and share, naturally enhancing WOM.
6. Service Quality directly impacts WOM. Responsive and professional services increase customer satisfaction and the likelihood of recommendations.
7. Product Strategy also positively influences WOM. Creative and customizable services lead to greater customer satisfaction and more referrals.
8. WOM directly affects Purchasing Intention. Satisfied clients are more likely to recommend services, making WOM an effective marketing strategy to boost purchases and expand market reach.

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