

# THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PERCEIVED QUALITY TOWARDS PURCHASE DECISION ON PINK FLASH PRODUCT (STUDY ON GEN Z SOCIAL MEDIA USER)

## PENGARUH ELEKTRONIK MULUT KE MULUT DAN PERSEPSI KUALITAS TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK PINK FLASH (STUDI PADA GEN Z PENGGUNA SOSIAL MEDIA)

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**Abstract:** This study investigates the influence of electronic word of mouth and perceived quality towards purchase decisions on Pink Flash Product (study on gen Z social media user). Utilizing a quantitative research approach, the study employed a non-probability sampling method through purposive sampling, with 100 respondents participating in the survey. The analysis reveals that while electronic word of mouth does not exert a significant partial influence on purchase decisions independently, perceived quality demonstrates a significant partial influence. However, both factors collectively have a simultaneous and significant influence on Purchase Decisions. These findings underscore the critical role of perceived quality in shaping consumer choices, while highlighting the need for more nuanced strategies to leverage EWOM effectively. The study contributes to a deeper understanding of the dynamics between digital marketing factors and consumer behavior among Gen Z.

**Keywords:** Electronic Word Of Mouth, Perceived Quality, Purchase Decision

**Abstrak:** Penelitian ini bertujuan untuk mengkaji pengaruh elektronik mulut ke mulut dan kualitas yang dirasakan terhadap keputusan pembelian produk Pink Flash, dengan fokus pada pengguna media sosial Generasi Z. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengambilan sampel non-probabilitas melalui purposive sampling, melibatkan 100 responden. Hasil penelitian menunjukkan bahwa EWOM tidak memberikan pengaruh parsial yang signifikan terhadap keputusan pembelian secara independen. Sebaliknya, kualitas yang dirasakan memiliki pengaruh parsial yang signifikan terhadap keputusan pembelian. Namun, ketika dipertimbangkan bersama, EWOM dan kualitas yang dirasakan secara simultan memiliki pengaruh yang signifikan terhadap keputusan pembelian. Temuan ini menyoroti pentingnya kualitas yang dirasakan dalam mempengaruhi keputusan konsumen, serta menunjukkan bahwa strategi pemasaran perlu mempertimbangkan faktor EWOM dengan lebih cermat untuk mencapai hasil yang optimal. Penelitian ini memberikan wawasan tentang bagaimana faktor-faktor pemasaran digital mempengaruhi perilaku konsumen di kalangan Generasi Z.

**Kata Kunci:** Elektronik Mulut Ke Mulut, Persepsi Kualitas, Keputusan Pembelian

## INTRODUCTION

### Research Background

In purchase decision, there are processes and other alternative options that play an important role to avoid and minimize the risk. Consumers also have a right to choose what product or services they want to buy or not. And so there are many factors that can be the influence of consumer purchase decisions including the Electronic Word of Mouth (EWOM) that can spread information about the product and services, also Perceived Quality that

can influence potential consumers because it can be a reason someone is willing to buy the product or services. The spread of electronic word of mouth (eWOM) via blogs, Facebook, Twitter, TikTok, and other online media has grown significantly in popularity (Pour and Lotfiyan, 2020). Sulthana and Vasantha (2019) define eWOM as a customer's positive or negative feedback regarding a business's goods or services that is disseminated to other customers via online media. According to research by Büyükdağ (2021), e-WOM via Social media influences consumers' decisions to buy. Similar findings were discovered by Choi (2020) asserting that E-WOM, including reviews and comments, plays a significant role in customer's purchase decisions.

In order to attain resilience and competitiveness, this study offers a greater knowledge of the use of electronic word of mouth (eWOM) and social media, including TikTok and Instagram advertising, as significant communication channels. According to Mafabi et al. (2015), resilience is the capacity of an organization to endure change by continually renewing its core competencies. Electronic word of mouth, or eWOM, has long been recognized as a powerful marketing strategy (Zhang et al., 2010). Before making a purchase of goods or services, shoppers seek out reviews from previous customers to feel comfortable (Pitta and Fowler, 2005).

According to Cheung and Thadani (2012), the Internet has offered a number of suitable venues for electronic word-of-mouth communication, including blogs, discussion forums, review websites, shopping websites, and social networking websites. eWOM has been shown to have an impact on consumers' purchase intentions (See-To and Ho, 2014). EWOM can influence and impact the consumer behavior, perception, and their purchase decision because it gained prominence on social media where consumers can easily share their experience and opinion, so that can attract a new consumer if the reviews were good and it also can deter potential consumers if the reviews were bad. While Perceived Quality plays an important role in shaping customer perception and willingness to pay. So the conclusion is that feedback from EWOM can influence the product development and quality improvement efforts by companies. Positive feedback from consumers can reinforce perceived quality while negative feedback can make corrective action to improve the quality of the product.

Pink flash is a cosmetic product from China which, when it first entered the Indonesian cosmetics market, received very high enthusiasm. As a beauty product, Pink Flash itself first entered the Indonesian domestic market when the Covid-19 pandemic hit in 2020, where this product was quite widely used when it first entered Indonesia. This product is very popular with women in Indonesia, because apart from being of good quality, this product is also considered to have an affordable price, and is easy to buy through online retail. Moreover, during the pandemic, people have weak purchasing power and tend to make purchases online due to restrictions on social activities that existed at that time, making consumers want to look for products that are considered affordable and can be purchased online.

The affordable price offered by this product also makes Pink Flash considered able to compete with local beauty products, in fact Pink Flash is considered to have a relatively cheaper price than other local beauty products. With the rise in online retail purchases of this product, this product has good reviews from online shopping applications, as well as from social media, so this encourages consumers to have an interest in using this product. Because this product was launched during the pandemic, there is a lot of high demand because the price offered is able to compete with other beauty products and is even cheaper. One thing that makes this product interesting is in terms of the quality of this product, it is like the products used by Korean artists (noted that the Korean wave during the pandemic really affected the Indonesian market).

### Research Objectives

Based on background of the problem, the objectives of this research are:

1. To examine the influence of Electronic Word of Mouth towards Purchase Decision of Pink Flash Product among Gen Z social media user
2. To examine the influence of Perceived Quality towards Purchase Decision of Pink Flash Product among Gen Z social media user
3. To examine the influence of Electronic Word of Mouth and Perceived Quality towards Purchase Decision of Pink Flash Product among Gen Z social media user

## LITERATURE REVIEW

### Marketing

Marketing is the discipline of creating, promoting, providing, and selling offerings that benefit partners,

consumers, clients, and society as a whole. It also refers to a set of organizational structures and procedures. Marketing, according to Kotler and Keller (2012), is the recognition and fulfillment of human and societal needs. Marketing may be defined as "profitably meeting needs."

### **Purchase Decision**

According to Kotler (2016), purchase decisions as a critical aspect of consumer behavior. He emphasizes that purchase decisions are influenced by various factors, including personal preferences, perceptions of product quality, brand reputation, pricing, social influences, and marketing efforts. Kotler often discusses the consumer decision-making process, which typically involves several stages such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

### **Electronic Word of Mouth**

According to Kotler (2016), eWOM has transformed how businesses engage with their customers and manage their brand reputation in the digital marketplace. Kotler defines eWOM as the online sharing of opinions, experiences, and recommendations about products and services among consumers. He emphasizes its significance in the digital era, where social media and review platforms play a crucial role in shaping consumer perceptions and influencing purchasing decisions.

### **Perceived Quality**

Perceived quality is defined as the consumer's judgment about an entity's services containing overall excellence or superiority (Snoj et al., 2004). Parasuraman (1988) defines perceived quality as the consumer's judgment about the superiority or excellence of a service

### **Previous Research**

Perkasa (2020) determined the effect of E-Wom (Electronical World of Mouth), Product Quality and Price on Purchasing Decisions. The type of research used in this study is descriptive associative using a causal approach. The population in this study are Xiaomi consumers who have purchased Xiaomi mobile phones. The sampling technique used is non-probability sampling and the type of sampling used is purposive sampling. The method of data collection using questionnaire and analysis technique using SEM (Structural Equational Modeling) wherein there is an inner model and outer model test and the tools used are SmartPLS 3.0. Data collection techniques using questionnaires that have been tested for validity and reliability. The results showed that partially electronic variable word of mouth, product quality and price had a positive and significant effect on purchasing decisions.

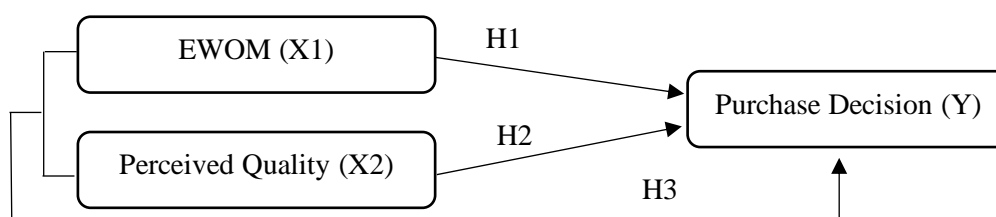
Anwar and Andrean (2020) determined the influence of perceived quality, brand image, and price perception on the decision to purchase airline tickets online at traveloka.com customers. The number of samples used in this research was 200 respondents, who were users of the traveloka.com website to purchase plane tickets online in the Special Region of Yogyakarta. Purposive sampling was employed as a sampling technique. Meanwhile, multiple regression analysis was utilized as a method of analysis. This study's results indicated that simultaneously, perceived quality, brand image, and price perception positively and significantly influenced purchase decisions. Partially, perceived quality positively and significantly affected purchase decisions. Partially, brand image positively and significantly impacted purchase decisions. Moreover, partially, price perception had a positive and significant effect on purchase decisions.

Rahmah and Supriyono (2022) explained the influence of E-WOM (electronic word of mouth) and Brand Image on the purchase decision of sariayu face masks on UPN East Java students. This study applies a quantitative method. The non-probability sampling method in this study is used as a sampling process through a purposive sampling technique with 50 respondents. SmartPLS is a test tool in this study. The results obtained are Electronic Word of Mouth and Brand Image contribute to purchasing decisions

### **Research Hypothesis**

- H1: EWOM has a positive influence towards Purchase Decision.
- H2: Perceived Quality has a positive influence towards Purchase Decision.
- H3: EWOM and Perceived Quality have a positive influence towards Purchase Decision.

## Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

## RESEARCH METHOD

### Research Approach

The type of research that will be used in this study is quantitative research. The goal of the quantitative research approach, which is grounded in the positivist philosophy, is to test preconceived hypotheses by studying specific populations or samples, gathering data using research methodologies, and analyzing data quantitatively or statistically (Sugiyono, 2018).

### Population and Sample

Population is the totality of data which then becomes the main topic or center of attention of a researcher. According to Sugiyono (2018), population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. According to Sugiyono (2018), the sample is part of the number and characteristics of the population. The sample size for this research would be The Generation Z who use social media and get influence to buy Pink Flash Product based on the reviews. The research sample was obtained using nonprobability sampling. In this research non probability sampling was used via a purposive sampling technique.

### Data Collection Method

To collect the research data, primary data and secondary data will be used in this research. For the primary data will be taken by the distribution of questionnaire and the secondary will be taken from literature, and previous research that could support this research.

### Operational Definition of Research Variables

**Table1. Operational Definition and Indicator of Research Variables**

Variable	Operational Definitions	Indicator
EWOM (X1)	Electronic-Word of Mouth refers to customer reviews of a good, service, or business that are shared amongst consumers and are thought to be unaffected by marketing (Litvin et al., 2008).	1. Online reviews 2. Not reading online reviews before purchasing 3. Confidence after online reviews Jalilvand and Samiei (2012)
Perceived Quality (X2)	High quality perceptions will influence consumers to select a brand over rivals in terms of perceived quality, which is a component of brand value (Zeithaml et al., 2012).	1. Product materials 2. Product brand color 3. Brand style Bimantari (2019)
Purchase Decision (Y)	The process of making a purchase involves solving problems and includes assessing sources of information, evaluating requirements and desires, making decisions about what to buy, and	1. Perceived needs 2. Activities before purchasing 3. Behavior time of use Kotler (2002)

## RESULT AND DISCUSSION

### Result

#### Validity Test and Reliability Test

All indicators have significance level of less than 0.05. These results indicate that all indicators are related to online investment intention can be declared valid.

**Table 1. Validity Test**

Variable	Indicators	Pearson Correlation	Sigma Value	Status
EWOM (X1)	X1.1	0.822	<0.001	Valid
	X1.2	0.777	<0.001	Valid
	X1.3	0.560	<0.001	Valid
	X1.4	0.707	<0.001	Valid
	X1.5	0.671	<0.001	Valid
Perceived Quality (X2)	X2.1	0.670	< 0.001	Valid
	X2.2	0.733	<0.001	Valid
	X2.3	0.674	<0.001	Valid
	X2.4	0.630	<0.001	Valid
	X2.5	0.659	<0.001	Valid
Purchase Decision (Y)	Y1.1	0.670	< 0.001	Valid
	Y1.2	0.648	< 0.001	Valid
	Y1.3	0.652	< 0.001	Valid
	Y1.4	0.679	<0.001	Valid
	Y1.5	0.694	<0.001	Valid

Source: SPSS 29 Data Processed 2024

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	N of Item	Critical Value	Status
EWOM	0.826	15	0.60	Reliable
Perceived Quality				
Purchase Decision				

Source: SPSS 29 Data Processed 2024

Table 2 shows that the value of Cronbach's alpha is 0.826 which is greater than 0.60. These results indicated that the items of the statement of all variables that used in this research have been reliable.

### Classical Assumption Test

#### Multicollinearity Test

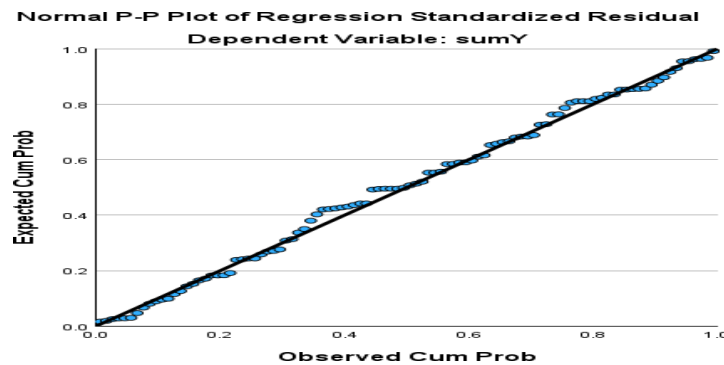
**Table 3. Multicollinearity Test**

Variable	Tolerance	VIF	Status
EWOM	.713	1.402	Multicollinearity Free
Perceived Quality	.713	1.402	Multicollinearity Free

Source: SPSS 29 Data Processed 2024

Table 3 shows that the value of tolerance is more than 0.10 and the value of VIF is less than 10, it means that there are no symptoms of multicollinearity.

## Normality Test

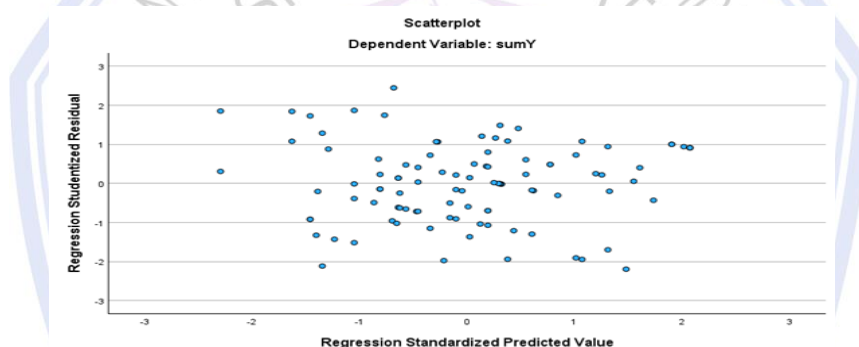


**Figure 2. P-Plot Normality Test**

Source: SPSS, 2024

Figure 2 indicates that the charting data spreads around the diagonal line and follows it. The One-Sample Kolmogorov-Smirnov Test has a significance level of 0.200, which is more than 0.05. These indicate that the regression model meets the normality assumption, or that the data is normally distributed.

## Heteroscedasticity Test



**Figure 1. Heteroscedasticity Test**

Source: SPSS 29 Data Processed 2024

The scatterplot displays no discernible pattern, with dots distributed above and below 0 on the Y axis.

## Multiple Linear Regression

**Table 4. Result of Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.448	2.893		4.994	<.001
EWOM	.083	.099	.088	.836	.405
Perceived Quality	.436	.107	.431	4.096	<.001

Source: SPSS 29 Data Processed 2024

The multiple linear regression equation in this study based on the table 6 below is as follows:

$$Y = 14.448 + 0.083.X_1 + 0.436.X_2 + e$$

The regression equation above can be explained as follows:

1. Purchase Decisions (Y) has a constant value of 14,448. This means that if the variables Perceived Quality

- (X2) and Electronic Word of Mouth (X1) are both equal to 0, then Purchase Decisions will also be 14,448.
- The Purchase Decisions (Y) increase by 8,3% (0.083) for every 1% increase in the variable X1 (Electronic Word of Mouth), according to the X1 coefficient of 0.083. On the other hand, Purchase Decisions will drop by 8,3% (0.083) if variable X1 (Electronic Word of Mouth) decreases by 1%.
  - The Purchase Decisions (Y) increase by 43,6% (0.436) for every 1% increase in the variable X2 (Perceived Quality), according to the X2 coefficient of 0.436. On the other hand, Purchase Decisions will drop by 43,6% (0.436) if variable X2 (Perceived Quality) decreases by 1%.

### Coefficient Correlation Test (R) and Coefficient Determination ( $R^2$ ) Test

**Table 5. R and  $R^2$  Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484 <sup>a</sup>	.234	.218	2.68703

Source: SPSS 29 Data Processed 2024

From table 5, can be seen that the R-value of 0.484 indicates a moderate positive correlation between the variables. While it's not close to 0, it is also not near 1, which suggests that there is some degree of association between the variables, but the relationship is not very strong. In general, an R-value around 0.484 signifies a moderate correlation, meaning the variables tend to move together to a certain extent, but other factors likely influence the relationship. The Coefficient of Determination ( $R^2$ ) value of 0.234 means that the independent variables, Electronic Word of Mouth (X1) and Perceived Quality (X2), account for 23.4% of the variation in the dependent variable, Purchase Decisions (Y). This indicates that these factors explain a significant portion of the variability in purchase decisions, while the remaining 76.6% of the variability is influenced by other factors not included in this model.

### Hypothesis Testing

#### T-Test

**Table 6. t-Test**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	14.448	2.893		4.994	<.011
	EWOM	.083	.099	.088	.836	.405
	Perceived Quality	.436	.107	.431	4.096	<.001

Source: SPSS 29 Data Processed 2024

Based on the Table 6, the hypothesis t-Test result can be explained as follows:

- The T-test Sig. value is 0.405 for X1 (Electronic Word of Mouth) suggests that the influence of this variable on Y (Purchase Decisions) is relatively weak. In hypothesis testing, the T-test Sig. value measures how many standard errors the coefficient of X1 is away from zero. A T-test Sig. value close to 0 implies that the coefficient is not significantly different from zero, indicating that Electronic Word of Mouth may have a minor or insignificant influence on the Purchase Decisions compared to other factors. This low T-test Sig. value generally means that the evidence is not strong enough to conclude that Electronic Word of Mouth has a meaningful influence on Purchase Decisions.
- T-test Sig. value of less than 0.001 for X2 (Perceived Quality) indicates that X2 has a highly significant influence on Y (Purchase Decisions). This is extremely Sig. value shows that the probability of observing such a strong effect by chance is less than 0.1%. This means that the influence of Perceived Quality is statistically significant, and we can confidently conclude that Perceived Quality plays a meaningful role in influencing Purchase Decisions. Essentially, the result suggests that the observed relationship between Perceived Quality and Purchase Decisions is robust and unlikely to be the result of random fluctuations.

#### F-Test

**Table 7. F-Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	214.007	2	107.004	14.820	<.001 <sup>b</sup>

Residual	700.353	97	7.220		
Total	914.360	99			

Source: SPSS 29 Data Processed 2024

Based on the Table 7 shows a sig value of  $< 0.001$ , indicating a significance level below 0.05. The independent variables Electronic Word of Mouth (X1) and Perceived Quality (X2) have a positive influence on the dependent variable Purchase Decisions (Y).

## Discussion

### The Influence of Electronic Word of Mouth towards Purchase Decision

The result of this study shown Electronic Word of Mouth has not significant partially influence towards Purchase Decisions of Pink Flash Product. This means that while eWOM does play a role in influencing Purchase Decisions of Pink Flash Product among GenZ, it is not the sole or dominant factor. Several other variables, such as price, product quality, personal preferences, and traditional advertising, also significantly impact consumer choices (Perkasa et al., 2020). The weak correlation suggests that Electronic Word of Mouth alone is not a strong predictor of Purchase Decisions and that its influence may be overshadowed by these other factors. However, suggest that as the volume or sentiment of Electronic Word of Mouth increases, there is a slight tendency for Purchase Decisions of Pink Flash Product among GenZ to be more favorable. This aligns with the idea that positive reviews and recommendations shared online can encourage consumers to make a purchase. For instance, a higher rating or more enthusiastic reviews about a product can enhance its attractiveness to potential buyers, potentially leading to increased sales. So, the results of this study same with research conducted by Bahi et al, (2020) that Electronic Word of Mouth has no significant effect on purchasing decisions. The previous study result is the Electronic Word of Mouth carried out by consumers regarding Si.Se.Sa syar'i clothes products can influence consumers to the stage of Purchase Intention, but it has not yet reached the stage of the Purchase Decision where at the stage of purchase intention consumers will tend to seek as much as possible information about Si.Se.Sa products that they get from the overview of other consumers. For marketers and businesses, this finding implies that while eWOM should be considered as part of a broader marketing strategy, relying solely on online reviews and social media interactions may not be sufficient. Companies should integrate eWOM efforts with other marketing strategies, such as direct advertising, promotions, and product improvements, to create a more comprehensive approach to influencing Purchase Decisions of Pink Flash Product. In summary, while Electronic Word of Mouth weak correlation indicates that its impact is limited. Businesses should leverage Electronic Word of Mouth as one component of their overall marketing strategy while addressing other factors that contribute to consumer decision-making.

### The Influence of Perceived Quality towards Purchase Decision

The result of this study shown Perceived Quality has significant partially influence towards Purchase Decisions of Pink Flash Product among Genz indicates a robust relationship. This means that as consumers' perception of a product's quality improves, their likelihood of making a purchase increases correspondingly. In practical terms, this strong connection suggests that perceived quality is a key determinant of consumer choices. High-quality perceptions can lead to greater consumer trust and confidence in the product, thereby enhancing its attractiveness and driving higher purchase intentions. The positive nature of this relationship further emphasizes that higher Perceived Quality leads to more favorable Purchase Decisions. When consumers perceive a product as being of high quality, they are more likely to view it as a valuable investment and make the decision to purchase. This study's results are in agreement with research by Anwar and Andrean (2020) that Perceived Quality gave the most dominant influence compared to other variables, the findings revealed that quality is an essential factor in determining a business's success. This positive influence highlights the importance for businesses to focus on delivering and communicating high-quality products. Positive reviews, high standards of production, and effective branding that reinforce quality perceptions can significantly boost sales. For businesses, this strong positive influence of Perceived Quality on Purchase Decisions of Pink Flash Product underscores several key strategies such as : Invest in quality improvements and ensuring that products meet high standards. This enhances consumer perception and increases the likelihood of purchase. Also, emphasize the quality aspects of products in marketing campaigns. Use testimonials, certifications, and detailed product information to reinforce the quality message. And last, Focus on providing an excellent customer experience to maintain high perceptions of quality. This includes ensuring consistent product performance and addressing any customer feedback effectively. In summary,

the strong and positive correlation between Perceived Quality and Purchase Decisions highlights the critical importance of product quality in influencing consumer behavior. Businesses that prioritize and effectively communicate high quality are more likely to see favorable Purchase Decisions and improved sales performance.

### **The Influence of Electronic Word of Mouth and Perceived Quality towards Purchase Decision**

This study analysis reveals distinct but complementary roles of Electronic Word of Mouth (eWOM) and Perceived Quality in shaping consumer Purchase Decisions of Pink Flash Product among GenZ. Both factors contribute to influencing consumer behavior, though their impacts differ in magnitude and nature. Electronic Word of Mouth demonstrates a weak correlation towards Purchase Decisions. While positive reviews and online recommendations do have a role in encouraging purchases, their effect is relatively modest compared to other factors. This suggests that eWOM can contribute to shaping consumer perceptions and decisions, but it should be considered as one element within a broader marketing strategy. Companies should integrate eWOM efforts with other marketing activities to maximize their impact. Perceived Quality, on the other hand, exhibits a strong correlation towards Purchase Decisions. A high perception of product quality significantly enhances the likelihood of a purchase, indicating that consumers place considerable value on their assessment of product quality. This underscores the importance for businesses to focus on delivering and effectively communicating high-quality products, as this factor strongly drives consumer choices. In conclusion, eWOM and Perceived Quality has a significant simultaneously influence towards Purchase Decisions. Perceived Quality has a substantial and decisive impact. Businesses should leverage both factors by maintaining high product quality and enhancing their eWOM strategies to effectively influence consumer behavior. Integrating these approaches will help create a comprehensive marketing strategy that addresses both the qualitative and social aspects of consumer decision making, leading to improved sales performance and customer satisfaction. The results of this study same with research conducted by Genesis S. Depari and Natasya Ginting (2022) which says that the independent variables, such as online customer reviews and perceived quality, have a simultaneous influence and together influence the dependent variable, customer purchase decision

## **CONCLUSION AND RECOMMENDATION**

### **Conclusions**

The result of this research can be made into the following conclusion :

1. Electronic Word of Mouth has not significant partially influence towards Purchase Decisions of Pink Flash Product among Gen Z Social Media User. While Electronic Word of Mouth can be influential in many contexts, its role towards Purchase Decisions of Pink Flash product among Gen Z social media users is not significant. Factors such as price, product quality, personal preferences, and traditional advertising, contribute to the negligible influence of eWOM in this case.
2. Perceived Quality has positive influence and strong relation towards Purchase Decisions of Pink Flash Product among Gen Z Social Media User. In essence, the strong relationship between perceived quality and purchase decisions for Pink Flash underscores the importance of delivering a product that meets or exceeds consumer expectations. Ensuring high quality can lead to favorable reviews and increased consumer trust, which, in turn, strongly influences the purchasing decisions of Gen Z social media users.
3. Electronic Word of Mouth and Perceived Quality has a significant simultaneously influence towards Purchase Decisions of Pink Flash Product among Gen Z Social Media User. The simultaneous influence of Electronic Word of Mouth and Perceived Quality underscores their interconnected roles in the decision-making process. Positive Electronic Word of Mouth can amplify the Perceived Quality of Pink Flash, while a high perception of quality can generate more favorable Electronic Word of Mouth. Together, they create a robust framework that significantly affects Purchase Decisions. In essence, the combined impact of Electronic Word of Mouth and Perceived Quality highlights the importance of both factors in shaping purchasing behavior. To effectively influence Gen Z social media users, it is crucial for Pink Flash to foster positive online feedback and ensure a strong perception of quality. This dual approach can enhance consumer trust, drive purchase intent, and ultimately support the product's success in the market.

### **Recommendations**

1. Companies should integrate Electronic Word of Mouth efforts with other marketing strategies, such as direct

- advertising, promotions, and product improvements, to create a more comprehensive approach to influencing Purchase Decisions of Pink Flash Product.
2. High-quality images and user testimonials can significantly enhance perceived quality. Use them to showcase product features and benefits of Pink Flash Product.
  3. This research does not include all variable that may influence the Purchase Decisions of Pink Flash Product. So, it is hoped that further studies will identify and add other variables which can also be a variety of elements in influencing Purchase Decisions.

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