

THE INFLUENCE OF WORD OF MOUTH, BRAND AWARENESS AND PRICE PERCEPTION ON PURCHASE INTENTION: A STUDY OF MAGOMAGOO DESSERT MANADO

PENGARUH WORD OF MOUTH, BRAND AWARENESS, DAN PERSEPSI HARGA TERHADAP NIAT PEMBELIAN: STUDI KASUS PADA MAGOMAGOO DESSERT MANADO

By:

Abigail Kayla Briana Mambu¹
 Frederik G. Worang²
 Lawren J. Rumokoy³

¹²³International Business Administration, Management Department
 Faculty of Economics and Business
 Sam Ratulangi University Manado

E-mail:

¹abigailmambu062@student.unsrat.ac.id

²frederikworang@unsrat.ac.id

³juliorumokoy@unsrat.ac.id

Abstract: This study assesses the simultaneous and partial influence of Word of Mouth (WOM), Brand Awareness (BA), and Price Perception (PP) on the Purchase Intention (PI) of consumers for Magomagoo Dessert in Manado. The research addresses a key gap in understanding specific consumer behavior within the highly competitive food and beverage (dessert) industry. Utilizing a descriptive quantitative research approach, data was collected from a sample of 100 respondents (followers of Magomagoo Dessert Manado's Instagram account) via an online questionnaire. The analysis employed multiple linear regression and classical assumption tests. The findings confirm that WOM, Brand Awareness, and Price Perception all have a significant and positive influence on consumer Purchase Intention, both individually and collectively. The results indicate that strategically enhancing positive word-of-mouth, strengthening brand recognition, and ensuring fair pricing are critical factors for stimulating consumer purchase intention.

Keywords: Word-Of-Mouth, Brand Awareness, Price Perception, Purchase Intention.

Abstrak: Studi ini mengukur pengaruh simultan dan parsial dari Word of Mouth (WOM), Kesadaran Merek (Brand Awareness/BA), dan Persepsi Harga (Price Perception/PP) terhadap Niat Beli (Purchase Intention/PI) konsumen untuk Magomagoo Dessert di Manado. Penelitian ini membahas kesenjangan utama dalam pemahaman perilaku konsumen spesifik dalam industri makanan dan minuman (dessert) yang sangat kompetitif. Dengan menggunakan pendekatan penelitian kuantitatif deskriptif, data dikumpulkan dari sampel 100 responden (pengikut akun Instagram Magomagoo Dessert Manado) melalui kuesioner daring. Analisis yang digunakan adalah regresi linear berganda dan uji asumsi klasik. Temuan mengkonfirmasi bahwa WOM, Kesadaran Merek, dan Persepsi Harga semuanya memiliki pengaruh yang signifikan dan positif terhadap Niat Beli konsumen, baik secara individu maupun kolektif. Hasil penelitian menunjukkan bahwa peningkatan strategis dari word-of-mouth yang positif, penguatan pengenalan merek, dan penetapan harga yang wajar adalah faktor-faktor penting untuk merangsang niat beli konsumen.

Kata Kunci: Word-Of-Mouth, Kesadaran Merek, Persepsi Harga, Niat Beli

INTRODUCTION

Research Background

Purchase intention is relevant to a consumer's thoughts or intention to obtain a product or service. It signifies the probability that a consumer will proceed to the ultimate stage of making a purchasing decision. Purchase intention is frequently regarded as a measure of consumer behaviour and a forecast of forthcoming purchasing activities. Individuals who are consumers or prospective purchasers exhibit a certain degree of purchase intention. These persons are engaged in the contemplation of acquiring a product or service, with their intent influenced by factors such as personal interest, necessity, or external stimuli.

Customers today increasingly rely on social media and various online platforms to explore and purchase products within the food and beverage industry, particularly when it comes to desserts and sweets. This shift has led

many consumers to seek advice and insights from others who have prior experience with specific products or brands. It plays a crucial role in shaping customer perceptions and informing purchase decisions.

In addition to WOM, another critical factor that customers consider when researching products is brand awareness. A strong brand presence not only helps consumers recognize and remember a brand but also fosters trust and credibility. When customers are familiar with a brand, they are more inclined to consider its offerings, making brand awareness an essential element in the decision-making process. Brand awareness can be defined as the degree to which consumers recognize and are familiar with a brand and its products or services.

Price perception refers to how customers evaluate the monetary and non-monetary value they must sacrifice to obtain a product (Petrick, 2004). It reflects consumers' judgment about whether the price offered by a seller is reasonable and justifiable in comparison to alternatives. Prices above competitors' levels are often interpreted as reflecting higher quality, although they may also signal higher costs.

Magomagoo Desserts is a dessert shop that has built a strong consumer base in Manado by following modern dessert trends and effectively using online platforms. Established during the COVID-19 pandemic—a time when many businesses are struggling, people lost their job and having a hard time to find a new one—Magomagoo managed not only to stay afloat but to grow steadily by adapting to changing consumer behaviour. Their main customers are young adults and adults (ages 13–35), especially those living around Manado and comfortable using smartphones and social media. They are available in delivery apps like GoFood and GrabFood. Magomagoo stands out with its creative offerings like Mango Creamy Sago and Milo Cheese Pudding, a strong and convenient online ordering through WhatsApp. The brand is seen as a modern and stylish dessert choice that fits well with today's digital habits and lifestyles. Given the concerns outlined above and informed by prior research, this study aims to explore the actual significance of the relationship between Word of Mouth, Brand Awareness and Price Perception on customer purchase intention specifically for Magomagoo Dessert in Manado.

Research Objectives

1. To discover whether Word of Mouth, Brand Awareness, and Price Perception simultaneously and significantly influence customer Purchase Intention.
2. To discover whether Word of Mouth has a significant influence on Purchase Intention.
3. To discover whether Brand Awareness has a significant influence on Purchase Intention.
4. To discover whether Price Perception has a significant influence on Purchase Intention.

LITERATURE REVIEW

Purchase Intention (PI)

Purchase Intention is defined as the consumer's probability, inclination, or willingness to acquire a specific product or service in the near future. It is widely regarded in marketing literature as a crucial measure and reliable forecast of actual buying behavior, sitting at the final stage of the consumer decision-making process before the transaction occurs (Ajzen, 1991). PI is influenced by various factors, including perceptions of value, quality, brand familiarity, and external social stimuli. A high purchase intention indicates a favorable predisposition toward the brand, suggesting a strong likelihood of conversion.

Word of Mouth (WOM)

Word of mouth (WOM) communication refers to the exchange of information—whether spoken, written, or digital—between individuals, concerning the benefits or experiences of purchasing or using a product or service (Kotler & Keller, 2012). In the digital era, this concept is often extended to Electronic Word of Mouth (eWOM), disseminated through social media and online reviews. Positive WOM significantly reduces perceived risk and shapes favorable attitudes, thereby accelerating the purchase decision.

Brand Awareness (BA)

Brand Awareness is the extent to which a brand is recognized and recalled by consumers under different conditions (Aaker, 1991). It measures the strength of a brand's presence in the consumer's mind, ranging from simple recognition to top-of-mind recall (being the first brand mentioned in a category). High brand awareness is considered the foundational pillar of brand equity, as consumers typically include known brands in their consideration set (Aaker, 1996). It acts as an assurance of quality and familiarity, which significantly increases the probability of selection over competitors.

Price Perception

Price Perception is the consumer's subjective evaluation of a product's price, judged against its expected benefits and the pricing of competitive alternatives (Zeithaml, 1988). It does not refer to the objective monetary cost but rather how the customer views the price as being high, low, or, most critically, fair relative to the value received. A positive price perception occurs when the perceived value outweighs the perceived sacrifice. This cognitive assessment plays a vital role in purchase intention, as consumers are driven by the belief that they are receiving justifiable value for their money.

Empirical Studies

Soelasih & Sumani (2021) aimed at testing word-of-mouth (WOM) by mediating positive and negative perceptions of purchase intention on low-cost carriers (LCC) flights in Indonesia. The study population included LCC flight passengers in Indonesia, involving 387 respondents. For indicators and variables, validity and reliability tests were conducted using CFA, CR, and AVE tools. Sampling locations were Soekarno-Hatta and Kualanamu airports. Sample collection was obtained through purposive sampling, and the analytical tool used was structural equation modeling (SEM) with Lisrel. The results showed that WOM influenced purchase intention through positive and negative perceptions of WOM. It can be seen that a positive perception of WOM has a direct effect, while a negative perception of WOM has the opposite effect. In conclusion, the mediation of perceptions influences purchase intention, whether it in the same direction or the opposite ones. To conclude, WOM is an antecedent for it influences purchase intention.

Brabo et al. (2021) analyzed factors that influence consumers purchase intentions in relation to Xiaomi smartphones. The context of the analysis in this study is social media platform, namely Xiaomi official fan page in Facebook, Twitter and Instagram in Indonesia. The results show that Brand Page Commitment, Brand Awareness, Electronic WOM, and Brand Image have a significant positive influence on purchase intention for Xiaomi smartphones. Brand Page Commitment of Xiaomi social media has an impact on eWOM, brand image and also consumer purchase intention. Creative content is needed to keep customers engaged and committed to the Xiaomi social media platforms, such as photo competitions with Xiaomi cameras. Social media allows consumers to post user-generated content (such as online comments, product reviews), thus allow consumers spread the word-of mouth about the product digitally.

Benhardya (2020) investigated the factors that can influence purchase intention for Online Universities. Two factors studied in this research are Brand Image and Price Perception with Brand Trust as a Mediator. Data for this research was collected from 400 respondents in South Sumatera specifically Palembang and the object of this research is associated with Online University specifically Binus Online Learning, a popular university in the region of the study. The data collected was analyzed with Structural Equation Modelling (SEM). The results show that there is a positive relationship between Brand Image and Price Perception towards Purchase Intention, Brand Trust is also proven to mediate the relationship between these variables.

Research Model

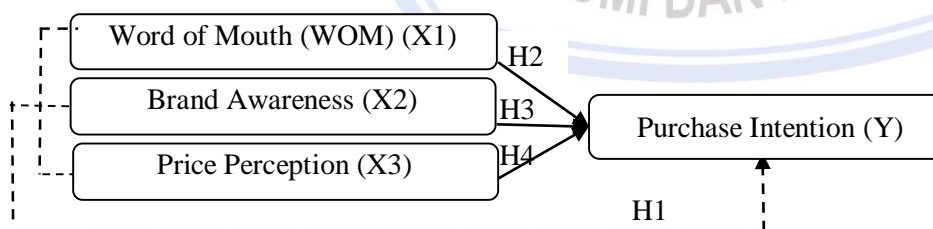


Figure 2. Research Model

Source: Literature Review

Research Hypothesis

H1: Word of Mouth, Brand Awareness, and Price Perception simultaneously and significantly influence Purchase Intention.

H2: Word of Mouth significantly influences Purchase Intention.

H3: Brand Awareness significantly influences Purchase Intention.

H4: Price Perception significantly influences Purchase Intention.

RESEARCH METHOD

Research Approach

This study utilizes a descriptive quantitative research approach. Quantitative research is selected for its focus on testing hypotheses and analyzing numerical data through statistical methods (Sugiyono, 2017). The descriptive type of research aims to explain and analyze the causal relationships between the independent variables and the dependent variable.

Population, Sample Size, and Sampling Techniques

The population for this study comprises all consumers of Magomagoos Dessert Manado who are active users and followers of the official Magomagoos Dessert Manado Instagram account or people aged 18-59 in Manado. The sample includes 100 respondents selected using purposive sampling, targeting individuals who are a follower of the Magomagoos Dessert Manado Instagram account, have purchased a Magomagoos Dessert product at least once, have heard about Magomagoos Dessert Manado.

Data Type and Data Sources

The study uses primary data collected through a structured online questionnaire. This includes supporting data sourced from materials that are already available. Secondary data utilized in this study includes literature reviews, academic books, scientific journals, and relevant documents.

Method of Collecting Data

Data was collected using a Google Forms questionnaire distributed via social media. Respondents rated their agreement with each statement using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), which is widely used to measure attitudes and perceptions.

Operational Definition and Indicators of Research Variable

Table 1. Operational Definition and Indicators of Research Variable

Variable	Definition	Indicators
Word of Mouth (X1)	Word of mouth refers to oral, written, or electronic communication exchanges between people regarding their experiences or opinions about purchasing or using products or services (Sernovitz, 2012)	1. Talkers 2. Topics 3. Tools 4. Talking part 5. Tracking
Brand Awareness (X2)	Brand awareness gauges how well a company's name or product is recognized by its target audience, serving as an indicator of how memorable the brand is to its customers (Aaker, 1996)	1. Brand recognition 2. Brand Recalls 3. Top of the mind brands 4. Dominant brands
Price Perception (X3)	The customer's perception of the price of second-hand clothes is closely tied to how well they understand the price information and the meaning it holds for them. This involves not just the price itself, but also the value and context consumers associate with it (Zeithaml, 1988)	1. Price Affordability 2. Price Competitiveness 3. Price Compliance 4. Price match with benefit
Purchase Intention (Y)	Purchase intention reflects the strength of an individual's desire to engage in a specific action, such as buying a product or service, and can be influenced by various factors or motivations (Ferdinand, 2002)	1. Intention to buy products 2. Intention to recommend 3. Intention to make first choice 4. Intention to seek out product

Research Instrument Testing

Validity and Reliability Tests

The validity test employed the Pearson Product-Moment correlation to ensure that all questionnaire items accurately measured the intended variables. The core criterion for validity requires the calculated correlation value (r count) to be greater than the table value (r tabel) (Ghozali, 2018). Analysis confirmed that all questionnaire items

for Word of Mouth, Brand Awareness, Price Perception, and Purchase Intention met this statistical criterion. Therefore, every instrument item was declared valid and appropriate for the main research analysis.

The reliability test assessed the consistency and stability of the measurement instruments using the Cronbach's Alpha (α) coefficient. An instrument is considered reliable if its alpha value is equal to or exceeds the minimum acceptable threshold of 0.60 (Hair et al., 2014). The statistical results indicated that the Cronbach's Alpha value for all variables was found to be significantly above 0.60. Consequently, the entire set of research instruments was confirmed to be reliable and internally consistent for measuring the variables in this study.

Data Analysis Methods

Classical Assumption Tests

Normality Test

The normality determines whether the data in the regression model are normally distributed. In this study, the normality test was conducted using The Kolmogorov-Smirnov. The residuals are normally distributed, confirming the data is appropriate for parametric tests.

Multicollinearity Test

The multicollinearity test assesses whether there is a high correlation between independent variables. This is evaluated using the tolerance value and the variance inflation factor (VIF). A VIF value below 10 suggests that multicollinearity is not a concern. The results indicated that while Consumer Perception and Consumer Attitude are strongly related, they could be reliably included in the regression model.

Heteroscedasticity Test

The heteroscedasticity test checks whether the variance of residuals in the regression model remains constant. This study used a scatterplot of standardized residuals against predicted values. The plot showed a random scatter with no clear pattern, confirming that heteroscedasticity was not present in the data.

Multiple Linear Regression Analysis

Multiple linear regression analysis, is employed to determine the relationship between the dependent variable (Purchase Intention) and the three independent variables (Word-of-Mouth, Brand Awareness, Price Perception). The regression model is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y = Purchase Intention

α = Constant

X_1 = Word of Mouth

X_2 = Brand Awareness

X_3 = Price Perception

β_1 = Regression Coefficient of Word of Mouth

β_2 = Regression Coefficient of Brand Awareness

β_3 = Regression Coefficient of Price Perception

e = Error

Coefficient Correlation Test (R) and Coefficient Determination Test (R²)

The correlation coefficient (R) is used to determine the strength and direction of the linear relationship between variables. The coefficient of determination (R²) explains the proportion of variance in the dependent variable that can be predicted by the independent variables. An R² value closer to 1 indicates greater explanatory power of the model.

Hypothesis Testing

F-Test (Simultaneous Test)

The F-test is applied to evaluate whether all independent variables, when tested simultaneously, have a significant effect on the dependent variable. The test is also conducted at the 5% significance level ($\alpha = 0.05$), examining the overall explanatory power of the model.

T-Test (Partial Test)

The T-test is used to assess the partial influence of each independent variable on the dependent variable by testing individual regression coefficients. The test is conducted at a 95% confidence level ($\alpha = 0.05$). If the significance value is less than 0.05, the hypothesis is accepted, indicating a statistically significant effect.

RESULTS AND DISCUSSION

Research Result

Validity and Reliability Tests

Table 2. Validity Result

Variable	Indicator	Validity			Result
		R-Count	R-Table	Sig	
Word Of Mouth (X1)	X1.1	0.792	0.1966	0,000	Valid
	X1.2	0.823	0.1966	0,000	Valid
	X1.3	0.758	0.1966	0,000	Valid
	X1.4	0.800	0.1966	0,000	Valid
	X1.5	0.703	0.1966	0,000	Valid
Brand Awareness (X2)	X2.1	0.796	0.1966	0,000	Valid
	X2.2	0.863	0.1966	0,000	Valid
	X2.3	0.909	0.1966	0,000	Valid
	X2.4	0.876	0.1966	0,000	Valid
Price Perception (X3)	X3.1	0.842	0.1966	0,000	Valid
	X3.2	0.798	0.1966	0,000	Valid
	X3.3	0.891	0.1966	0,000	Valid
	X3.4	0.790	0.1966	0,000	Valid
Purchase Intention (Y)	Y.1	0.820	0.1966	0,000	Valid
	Y.2	0.756	0.1966	0,000	Valid
	Y.3	0.878	0.1966	0,000	Valid
	Y.4	0.886	0.1966	0,000	Valid

Source: Data Processed by SPSS, 2025

Table 2 indicates that all indicators under the variables Word of Mouth (X1), Brand Awareness (X2), Price Perception (X3) and Purchase Intention (Y) have Pearson correlation values (r-count) greater than the r-table value of 0.1966. Furthermore, the significance (Sig.) values are all below 0.05. These findings indicate that all the statements used in this study are considered valid.

Reliability Test

Table 3. Reliability Result

Variable	Cronbach's Alpha	Results
Word of Mouth (X1)	0.823	Reliable
Brand Awareness (X2)	0.883	Reliable
Price Perception (X ₃)	0.843	Reliable
Purchase Intention (Y)	0.852	Reliable

Source: Data Processed by SPSS, 2025

Table 3 demonstrates that all variables have Cronbach's Alpha values greater than 0.6. These results indicate that the independent variables used in this study are considered reliable.

Classical Assumption Tests

Multicollinearity Test

Table 4. Multicollinearity Result

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Consumer Perception (X1)	0.209	2.697	Low Multicollinearity
Consumer Attitude (X2)	5.936	2.533	Low Multicollinearity

Source: Data Processed by SPSS, 2025

Based on Table 5, the results show that the tolerance values for all independent variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are less than 10. This indicates that there is low to no multicollinearity among the independent variables.

Normality Test

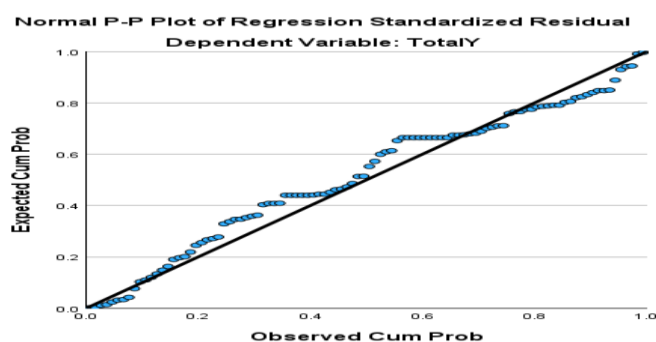


Figure 2. Normality Test

Source: Data Processed by SPSS, 2025

Figure 2 shows the SPSS output the plots are not distributed far from the line and the plots are well aligned with the diagonal line from the bottom to top. Also, the histogram indicates that the regression model's residuals are normally distributed, as the frequency of errors (blue bars) closely matches the ideal bell-shaped curve. This visual confirmation is crucial for validating a key assumption of the model. Hence the test conclude that all significantly deviated from a normal distribution.

Heteroscedasticity Test

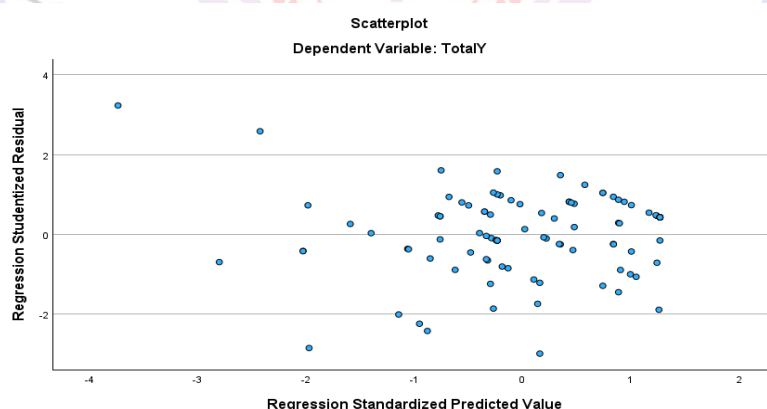


Figure 3. Scatterplot

Source: Data Processed by SPSS, 2025

The scatterplot shows that the data points are randomly distributed and evenly dispersed and the Plot shows that the residuals are randomly scattered and form no clear pattern, funnel shape, or systematic structure. This indicates that the variance of the residuals is constant across all levels of the predicted values, fulfilling the assumption of homoscedasticity

Multiple Linear Regression Analysis

Based on the regression analysis result in Table 6, it can be concluded that the multiple linear regression model equation in this study is as follows

$$Y = 0.464 + 0.140X_1 + 0.748X_2 + .201 X_3 + e$$

1. If Word of Mouth (X1), Brand Awareness (X2), Price Perception (X3) are all equal to 0, then the value of Purchase Intention (Y) is 4.281.
2. The coefficient value of Word of Mouth (X1) is positive which means if there is one unit increase in Word of Mouth, then the value of customer's Purchase Intention to buy Magomagoos Dessert Manado will increase by 0.018.
3. The coefficient value of Brand Awareness (X2) is positive which means if there is one unit increase in Brand Awareness, then the value of customer's Purchase Intention to buy Magomagoos Dessert Manado will increase by 0.526.
4. The coefficient value of Price Perception (X3) is positive which means if there is one unit increase in Price Perception, then the value of customer's Purchase Intention to buy Magomagoos Dessert Manado will increase by 0.201.

Table 5. Multiple Linear Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.281	1.483		2.886	.005
Word of Mouth (X1)	.018	.087	.023	.209	.003
Brand Awareness (X2)	.526	.089	.629	5.936	<.001
Price Perception (X3)	.201	.109	.163	1.834	.007

Source: Data Processed by SPSS, 2025

Correlation Coefficient (R) and Determination Coefficient (R²)

Table 6. Correlation Coefficient (R) and Determination Coefficient (R²) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.574	.561	1.744

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Word of Mouth (X1), Brand Awareness (X2), Price Perception (X3)

Source: Data Processed

Based on Table 6, the model summary reveals a correlation coefficient (R) of 0.758, indicating a very strong positive relationship between the independent variables (Consumer Perception and Consumer Attitude) and the dependent variable (Consumer Acceptance). Furthermore, the coefficient of determination (R²) is 0.574 and the Adjusted R² value of 0.561 signifies that 56.1% of the variance in the purchase intention on Magomagoos Dessert Manado (Y) is attributed to Word of Mouth (X1), Brand Awareness (X2), and Purchase Intention (X3). The remaining 43.9% is attributed to other factors not included in this model.

Hypothesis Testing

F-Test (Simultaneous Hypothesis Testing)

Table 7. Simultaneous Hypothesis Test Result

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	393.568	3	131.189	43.110	<.001 ^b
Residual	292.142	96	3.043		
Total	685.710	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Word of Mouth (X1), Brand Awareness (X2), Price Perception (X3)

Source: Data Processed by SPSS, 2025

As shown on Table 7, the value of F count is 43.110 which is greater than 2.70 as the F table, and the significance value is <0.001 which means is lesser than 0.05. As it fits the criteria, where Word of Mouth (X1), Brand Awareness (X2), and Price Perception (X3) together have a significant effect on Purchase Intention on Magomagoos Dessert Manado (Y), it can be concluded that H1 is accepted.

T-Test (Partial Hypothesis Testing)

Based on Table 5, these are the following results:

1. The t-test for Word of Mouth (X_1) resulted in a t-value of 7.546 and a significance of 0.003. Since this significance value is less than 0.05, it indicates that Word of Mouth, has a highly significant positive influence on Purchase Intention. Therefore, the second hypothesis (H2) in this study is accepted.
2. The t-test for Brand Awareness (X_2) shows a t-value of 11.068 with a significance of <0.001. As this value is less than 0.05, it indicates that Brand Awareness has a highly significant positive influence on Purchase Intention. Therefore, the third hypothesis (H3) in this study is accepted.
3. The t-test for Price Perception (X_3) shows a t-value of 6.658 with a significance of 0.007. As this value is less than 0.05, it indicates that Price Perception has a highly significant positive influence on Purchase Intention. Therefore, the fourth hypothesis (H4) in this study is accepted.

Discussion**The Influence of Word of Mouth, Brand Awareness and Price Perception on Purchase Intention of Magomagoo Dessert Manado Simultaneously**

Preliminary findings indicate that all three variables—Word of Mouth, Brand Awareness, and Price Perception—do indeed collectively and significantly influence Purchase Intention. The findings highlight, WOM can boost brand awareness, and strong awareness makes people more receptive to WOM. When a widely known and positively reviewed dessert is also perceived as reasonably priced, the likelihood of purchase significantly increases (Permata & Kusumawati, 2025). This underscores the need for a holistic marketing strategy; Magomagoo cannot just focus on one aspect. Being well-known but having negative price perception will deter purchases, just as great WOM without sufficient brand awareness means fewer people will hear about it (Jandal, 2025). Furthermore, a brand that effectively leverages all three will gain a distinct competitive advantage in Manado's growing culinary scene by creating a unified and compelling brand experience (Cross & Crown, 2024).

The Influence of Word of Mouth on Purchase Intention of Magomagoo Dessert Manado

The findings of this study unequivocally reveal that Word of Mouth exerts a positive and significant influence on purchase intention, underscoring its direct impact on converting interest into actual purchases. This study highlights the critical role of organic endorsement, leveraging the inherent trust consumers place in recommendations from their social circles, whether through face-to-face conversations or digital sharing (e-WOM) prevalent in Manado. This matches the findings of Lee et al. (2017) that Word of mouth plays a big role as a predictor of Purchase Intention. The mechanism helps to reduce perceived risk, enhance product credibility, and disseminate authentic information about Magomagoo's offerings. Such influence can be cultivated by consistently delivering exceptional product quality that naturally inspires positive reviews, providing superior customer service that encourages positive sharing, actively engaging with the local community to foster organic discussions, and cultivating a distinct product experience that people are eager to talk about. Word of mouth (WOM) communication refers to the exchange of information—whether spoken, written, or digital—between individuals, concerning the benefits or experiences of purchasing or using a product or service (Kotler & Keller, 2012). In simpler terms, it involves people sharing their opinions or recommendations with others, especially friends and family. WOM plays a powerful role in shaping consumer behaviour, as it offers social proof and helps establish trust in a product or service. Collectively, these insights emphasize that consumers tend to base their buying decisions on the experiences and recommendations shared by others.

The Influence of Brand Awareness on Purchase Intention of Magomagoo Dessert Manado

The study's findings explicitly demonstrate that Brand Awareness has a positive and significant influence on Purchase Intention, meaning that the more familiar and recognizable the brand is to consumers, the greater their likelihood of intending to buy from it, underscoring its vital role sales. Lumingkewas (2023) demonstrated that Brand Awareness is treated as a critical factor directly influencing purchase intention. The research defines brand awareness as the consumer's ability to recognize or recall the brand, using indicators like brand recognition and brand recall measured through questionnaire statements. Brand Awareness is the scale of how aware the audience is of your product and encourages repeat purchases. It is crucial for business owners to maintain the knowledge of the product through the audience. The importance of paying close attention to how customers are reacting to products, packaging, displays, and messaging, looking for opportunities to enhance the image the owners are trying to convey and not hesitate to ask the customers for feedback and suggestions. When a brand is well-known, consumers are more likely to consider its products or services when making buying decisions (Aaker, 1991). High levels of brand awareness

often led to increased trust and familiarity, which can significantly boost the likelihood of a purchase (Keller, 2013). Consumers are generally inclined to choose brands they recognize and trust, making brand visibility an essential factor in driving purchasing intentions. Brand Awareness have a positive effect on consumers' purchase intention lays the cognitive groundwork for purchase, making the brand recognizable, trustworthy, and easily retrievable in the consumer's mind when the desire for a dessert arises. The results demonstrate that Brand Awareness has statistically significant and positive impact on purchase intention.

The Influence of Price Perception on Purchase Intention of Magomagoo Dessert Manado

The result of the research tests shows that Price Perception has a statistically significant and positive impact on Purchase Intention. In which are similar with Benhardy et al. (2020), they stated Price Perception plays a crucial role in influencing potential students to purchase. As stated by Monroe (1990), Price Perception is about how the audience thinks about the pricing of a product or service, rather than its actual price that is formed by experience, comparisons and influences where each customer interprets price differently, for example, some may associate higher prices with better quality (a price-quality inference). Wealthier individuals may perceive a price as lower because they can afford it, while customers with less disposable income might view the same price as expensive. A consumer's perception of price can significantly influence their intention to purchase. When they view a product as offering good value, they are more inclined to buy it (Petrick, 2004). However, if the price is considered too high compared to the perceived value/what they might get, their intention to purchase may decline (Monroe, 1990).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the findings derived from data analysis alongside a comprehensive discussion, the research ultimately reaches the following conclusions:

1. Word of Mouth (WOM), Brand Awareness, and Price Perception simultaneously have a significant influence on Purchase Intention to buy Magomagoo Dessert Manado's products. When individuals perceive positive information and testimony of the products, recognition of the brand and the reasonable price with a suitable taste, they are more inclined to purchase dessert from Magomagoo Dessert Manado.
2. Word of Mouth (WOM) does influence purchase intention of Magomagoo Dessert Manado. The positive influence of word-of-mouth highlights how the talkers, topics, tools, talking and tracking of Magomagoo Dessert can significantly drive influence people to have the intention to purchase in Magomagoo Dessert Manado.
3. Brand Awareness does influence purchase intention of Magomagoo Dessert Manado. While brand awareness indicators, top of the mind brands and dominant brands not significantly effects the intention to purchase in Magomagoo Dessert in the results of many competitors, the positive influence of brand awareness which are brand recognition and brand recalls can significantly influence people to have the intention to purchase in Magomagoo Dessert Manado.
4. Price Perception does significantly influence purchase intention of Magomagoo Dessert Manado. The positive influence of price perception highlights how the price affordability, price competitiveness, price compliance, price match with benefit of magomagoo dessert can significantly drive influence people to have the intention to purchase in Magomagoo Dessert Manado.

Recommendation

1. Magomagoo is recommended must employ a holistic marketing strategy focusing on all three variables. Proactively boost Word of Mouth (WOM) through unique product experiences and influencer collaboration. Simultaneously strengthen Brand Awareness via consistent branding and targeted local advertising. Finally, optimize Price Perception by clearly communicating value and using flexible pricing to align with consumer expectations.
2. Future researchers are suggested to expand the model by integrating contextual variables (e.g., product quality, service) and utilizing qualitative methods (interviews) for deeper understanding of consumer psychology. Comparative studies across other brands/regions and longitudinal analysis are also advised to test the generalizability of these findings.
3. Manado F&B community should foster collaboration to share effective WOM and branding practices. A joint effort is necessary to educate consumers on prioritizing product value over minimal price points, benefiting the entire sector. This collective action will also effectively promote local MSMEs like Magomagoo, enhancing their

REFERENCES

- Aaker, D.A. (1991) *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press
- Aaker, D. A. (1996). *Building Strong Brands*. New York: Free Press.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211. <https://www.sciencedirect.com/science/article/abs/pii/074959789190020T>
- Benhardy, K. A., Hardiyansyah., Putranto, A., & Ronadi, M. (2020). Brand Image And Price Perceptions Impact On Purchase Intentions: Mediating Brand Trust. *Management Science Letters*, 10, 3425–3432. https://www.growing-science.com/msl/Vol10/msl_2020_171.pdf
- Cross., & Crown. (2024). *Understanding the Benefits of Integrated Marketing Services*. <https://cacpro.com/insights/understanding-the-benefits-of-integrated-marketing-services/>
- Ferdinand, A. (2002). *Structural Equation Modeling dalam Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariat dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, Jr., J. F., Hult, G. M., Ringle, C. M., & Sarsted, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- Jandal, H. (2025). *Why an Integrated Marketing Strategy is Crucial to Success*. <https://www.husamjandal.com/integrated-marketing-strategy/>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity*, Global Edition (4th Ed.). Pearson Education.
- Kotler, P. and Keller, K.L. (2012) *Marketing Management*. 14th Edition, Pearson Education.
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects Among Product Attributes, Involvement, Word-Of-Mouth, And Purchase Intention In Online Shopping. *Asia Pacific Management Review*, 22(4). https://www.researchgate.net/publication/318998710_Effects_among_product_attributes_involvement_word-of-mouth_and_purchase_intention_in_online_shopping
- \Lumingkewas, E., Tumbuan, W.J.F.A., & Pandowo, M.H.C. (2023). The Influence of Social Media Marketing, E-WOM and Brand Awareness on Purchase Intention at Uniqueshop.Ind Jewellery Online Shop. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 11, No. 3. <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/49710>
- Monroe, K. B. (1990). *Pricing: Making Profitable Decisions*. 2nd Edition. New York: McGraw Hill
- Permata, A. A., & Kusumawati, F. (2025). The Influence of Electronic Word-of-Mouth (EWom) and Brand Image on Purchase Decisions Through Brand Trust at Saff & Co Among the Jakarta Gen Z. *Journal of Management and Energy Business*, 4(2). <https://jmeb.universitaspertamina.ac.id/index.php/MBEJ/article/view/81>
- Petrick, J. F. (2004). First Timers' and Repeaters' Perceived Value. *Journal of Travel Research*, 43(1), 29-38. <https://journals.sagepub.com/doi/10.1177/0047287504265509>

Sernovitz, A. (2012). *Word of Mouth Marketing. In How Smart Companies Get People Talking*. Greenleaf Book Group Press

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Zeithaml, V.A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22. <https://www.jstor.org/stable/1251446>

Soelasih, Y., & Sumani, S. (2021). The Effect of Word-of-Mouth on Purchase Intention: A Case Study of Low-Cost Carriers in Indonesia. *The Journal of Asian Finance, Economics and Business (JAFEB)*, Vol. 8, No. 4, 433-440. https://www.kci.go.kr/kciportal/landing/article.kci?arti_id=

Brabo, N. A., Karif, A. I., Lestari, S. D., & Sriyanto, A. (2021). The Effect of Brand Page Commitment, Brand Awareness, Electronic Word Of Mouth and Brand Image on Purchase Intention of Xiaomi Smartphone on Social Media. *GATR: Journal of Management and Marketing Review*, 6(4), 235-244. [http://gatrenterprise.com/GATRJournals/JMMR/pdf_files/JMMRVol6\(4\)2021/4.Nora%20Andira%20Brabo.pdf](http://gatrenterprise.com/GATRJournals/JMMR/pdf_files/JMMRVol6(4)2021/4.Nora%20Andira%20Brabo.pdf)

