

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM), PRODUCT QUALITY, AND PRICE TOWARDS PURCHASE INTENTION ON VIRGIN COCONUT OIL PRODUCT AT CV. EMKA INDOCOCO SEJAHTERA**

*PENGARUH ELECTRONIC WORD OF MOUTH (EWOM), KUALITAS PRODUK, DAN HARGA TERHADAP NIAT PEMBELIAN PRODUK MINYAK KELAPA MURNI DI CV. EMKA INDOCOCO SEJAHTERA*

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**Abstract:** As a local MSME in North Sulawesi, CV. Emka Indococo Sejahtera seeks to expand its market through digital platforms and product innovation. This study aims to examine the influence of Electronic Word of Mouth (eWOM), product quality, and price on consumer purchase intention for Virgin Coconut Oil (VCO) products in CV. Emka Indococo Sejahtera. This study uses a quantitative approach with an associative method, using a sample of 100 respondents selected from followers of Indococo's Instagram account. Data were collected through questionnaires and analyzed using multiple linear regression. The findings show that eWOM, product quality, and price significantly influence purchase intent both partially and concurrently. Among these factors, eWOM has the strongest effect on purchase intent. These results demonstrate the importance of building positive digital communication, maintaining product quality, and offering competitive pricing strategies to improve consumer interest and purchasing behavior. The research contributes to the development of local MSME marketing strategies in the digital era.

**Keywords:** Electronic Word of Mouth, Product Quality, Price, Purchase Intention, Virgin Coconut Oil

**Abstrak:** Sebagai UMKM lokal di Sulawesi Utara, CV. Emka Indococo Sejahtera berupaya memperluas pasarnya melalui platform digital dan inovasi produk. Penelitian ini bertujuan untuk mengkaji pengaruh Electronic Word of Mouth (eWOM), kualitas produk, dan harga terhadap niat pembelian konsumen untuk produk Virgin Coconut Oil (VCO) di CV. Emka Indococo Sejahtera. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif, menggunakan sampel 100 responden yang dipilih dari pengikut akun Instagram Indococo. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Temuan menunjukkan bahwa eWOM, kualitas produk, dan harga secara signifikan mempengaruhi niat pembelian baik sebagian maupun bersamaan. Di antara faktor-faktor tersebut, eWOM memiliki efek terkuat pada niat pembelian. Hasil ini menunjukkan pentingnya membangun komunikasi digital yang positif, menjaga kualitas produk, dan menawarkan strategi penetapan harga yang kompetitif untuk meningkatkan minat konsumen dan perilaku pembelian. Penelitian tersebut berkontribusi pada pengembangan strategi pemasaran UMKM lokal di era digital.

**Kata Kunci:** Electronic Word of Mouth, Kualitas Produk, Harga, Niat Pembelian, Minyak Kelapa Murni

## INTRODUCTION

### Research Background

As the economy and consumer behaviour change, businesses must adapt quickly to stay relevant and competitive. Competition between companies requires not only superior products, but also effective marketing strategies that are responsive to market needs. The danger of consumers so that their purchasing intentions are greatly influenced by information spread on the internet, such as opinions, reviews, or recommendations online, for example through social media. This phenomenon also plays a role in influencing consumer purchasing intentions for the

products sold. Economic activities are activities that cannot be separated from human life. One important aspect of economic activities is marketing. Marketing has a central role in creating economic value, where this activity is not only about offering products or services, but also includes strategies to attract consumer buying interest. In marketing management, marketing strategy is a very crucial element because it can determine the direction and success of the company in achieving its goals effectively and efficiently.

Marketing strategy includes steps designed by the company to attract and retain consumers. In its implementation, companies need to pay attention to product development with good quality, attractive pricing, and effective communication to consumers. One of the communication approaches that is developing rapidly in the current digital era is Electronic Word of Mouth (eWOM). According to Kotler & Keller (2009), Word of Mouth is a marketing activity through an intermediary from one person to another, either verbally, in writing, or through electronic media, which is related to the experience of using a product or service. Along with the increasing use of the internet and social media, eWOM has become one of the important factors influencing consumer behavior.

In addition to eWOM, two other factors that are no less important in influencing consumer purchasing interest are product quality and price. Product quality, according to Kotler & Keller (2009), includes all the characteristics and features of a product that are able to meet consumer needs. The higher the product's ability to answer consumer needs, the higher the quality of the product in the eyes of consumers. Price is also an important element in the marketing mix that is very flexible and plays a direct role in generating company revenue

In conditions of increasingly tight competition, consumers will be more selective in choosing the products or services they will use. They tend to choose companies that have a good reputation and get recommendations from many people. Therefore, companies need to build consumer trust through effective communication about the company's advantages, such as good product quality and affordable prices. Consumers are also more easily convinced if the information comes from individuals who have experience using the company's products (Schiffman & Wisenblut, 2015).

CV Emka Indococo Sejahtera is one of the Micro, Small, and Medium Enterprises (MSMEs) based in North Minahasa Regency, North Sulawesi. This company is engaged in the processing of Virgin Coconut Oil (VCO), a natural health product that is currently increasingly in demand by the public because of its benefits for the body, both for consumption and skin and hair care. CV Emka Indococo Sejahtera is one example of an MSME that has succeeded in integrating open innovation into its business strategy. With a focus on product quality and extensive collaboration, this company shows great potential in the coconut processing industry, especially the production of Virgin Coconut Oil.

## Research Objectives

1. To determine the influenced of electronic word of mouth, product quality, and price on the purchase intention of Virgin Coconut Oil at CV. Emka Indococo Sejahtera.
2. To determine the influenced of electronic word of mouth on the purchase intention of Virgin Coconut Oil at CV. Emka Indococo Sejahtera.
3. To determine the influenced of product quality on the purchase intention of Virgin Coconut Oil at CV. Emka Indococo Sejahtera.
4. To determine the influenced of price on the purchase intention of Virgin Coconut Oil at CV. Emka Indococo Sejahtera.

## LITERATURE REVIEW

### Marketing Management

Ramdan et al. (2023) state that marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target markets with a view to achieving the objectives – In addition, Kotler and Armstrong expressed their opinion about marketing management, which is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company (Priansa, 2017).

### Electronic Word of Mouth

Hidayanto et al., (2017), state Electronic word-of-mouth (e-WOM) refers to a form of communication that evolved from the concept of physical or face-to-face communication into the electronic word of mouth that is enabled by the Internet. Electronic Word of Mouth (e-WOM) is any positive or negative statement made by actual, potential,

or former consumers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et al. 2004).

### Product Quality

Kotler & Keller (2016), product quality is the ability of a product to perform its functions which includes durability, reliability, precision, ease of operation and repair, and other attributes. This means that quality includes not only the technical aspects but also how the product meets the needs and expectations of consumers.

### Price

Tjiptono (2015) states that price is a component of the marketing mix that is related to determining the value to be exchanged in order to obtain the benefits of a product. Price is the easiest element of mixed marketing to manage product features. Price also communicates to the market the value positioning of the product or brand that a company is referring to.

### Purchase Intention

Cong & Zheng (2017) describe a customer's purchasing preference as a volitional decision expressed by the consumer during the actual buying process. Purchase intention is the stage of evaluating the information received by consumers. Purchase intention is the possibility of consumers to purchase a product and their behavioural tendency is created after receiving the advertising messages (Dodds, Monroe, & Grewal, 1991).

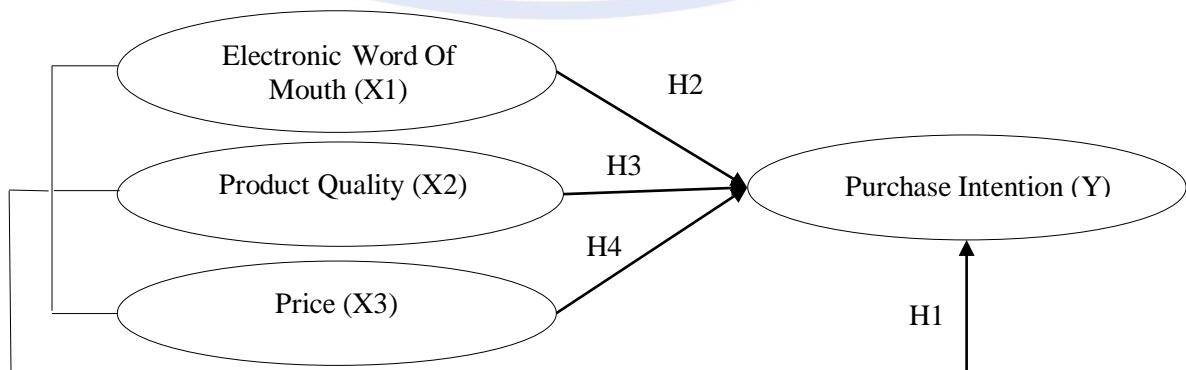
### Empirical Studies

Sulthana & Shanmugam (2020) determined influence of electronic word of mouth EWOM on purchase intention. The advancement of eWOM information plays a vital role in consumer buying decision or purchase intention. Online user likes to create and share information about the product to help another user. Social media users seek information about product/ services before making purchase decision. Internet user trust other user reviews, recommendation before making buying decision. Sharing information via Electronic word of mouth (eWOM) in social media has positive influence on Purchase Intention. Brand awareness and trust are connected with Purchase Intention.

Usman & Aryani (2020) determined the effect of brand ambassador, brand, product quality, and price to purchase intention. In this study, researchers recruited 200 respondents in the city. This research was conducted within two months from October to November. The results showed that the variables that have a major influence on the purchase intention is the price. Meanwhile, the variables that have a low impact on the purchase intention is the brand ambassador.

Armawan (2022) determined the effect of Social Media Marketing and EWOM on Purchase Intention (Black Manis Coffee Shop). This type of research is quantitative with a case study research design. The research was carried out in Balikpapan. The research subjects are Sweet Black Cafe Consumers who have used Black Sweet Products with a total sample of 120. The results of this finding indicate that there is a direct effect of social media marketing and EWOM on Purchase Intention.

### Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Theoretical Studies

### Research Hypothesis

H<sub>1</sub>: Electronic Word of Mouth, Product Quality, and Price influence on Purchase Intention On Virgin Coconut Oil Product at CV. Emka Indococo Sejahtera.

H<sub>2</sub>: Electronic Word of Mouth influence on Purchase Intention On Virgin Coconut Oil Product at CV. Emka Indococo Sejahtera.

H<sub>3</sub>: Product Quality influence on Purchase Intention On Virgin Coconut Oil Product at CV. Emka Indococo Sejahtera.

H<sub>4</sub>: Price influence on Purchase Intention On Virgin Coconut Oil Product at CV. Emka Indococo Sejahtera.

## RESEARCH METHOD

### Research Approach

This study uses the associative method to determine the effect or also the relationship between two or more variables (Sugiyono, 2007). Judging from the analytical approach using quantitative methods by collecting data using the survey/questionnaire method.

### Population, Sample Size and Sampling Technique

The population that will be used in this study are consumers of products and there is an interest in buying VCO followers of Indococo.id Instagram account as many as 1006 followers. Based on the results of the Slovin formula, a sample of 100 respondents. So the size of the research sample in CV. Emka Indococo is 100 respondents.

### Type of Data and Data Source

The data used in this study is primary data. Primary data is data obtained directly from respondents. This research was obtained through a questionnaire that was distributed directly to respondents related to buyers and followers on CV. Emka Indococo Sejahtera.

### Data Collection Method

In this study, data collection was carried out by distributing questionnaires where the questionnaire contained several questions to be answered by the respondents. Each variable will be measured using a Likert scale. According to Sarwono (2011), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

### Operational Definition and Measurement of Research Variable

**Table 1. Operational Definition and Indicators of Research Variables**

Variable	Operational Definition	Indicator
Electronic Word of Mouth (X <sub>1</sub> )	Electronic Word of Mouth (EWOM) is a positive or negative statement given by potential, actual, or former customers about Indococo Virgin Coconut Oil	<ol style="list-style-type: none"> <li>1. Intensity</li> <li>2. Valence of Opinion)</li> <li>3. Content\ (Hennig-Thurau et.al, 2004)</li> </ol>
Product Quality (X <sub>2</sub> )	Product quality is the Indococo Virgin Coconut Oil product at CV. Emka indococo Sejahtera ability to carry out its functions.	<ol style="list-style-type: none"> <li>1. Performance</li> <li>2. Features</li> <li>3. Reliability</li> <li>4. Perceived Quality (Boyd, Walker, &amp; Larreche, 2005)</li> </ol>
Price (X <sub>3</sub> )	Price is the amount of money billed for Indococo Virgin Coconut Oil product at CV. Emka indococo Sejahtera	<ol style="list-style-type: none"> <li>1. Price Affordability</li> <li>2. Price Competitiveness</li> <li>3. Price compatibility with benefits (Kotler &amp; Armstrong, 2012)</li> </ol>
Purchase Intention (Y)	Purchase Intention is something that relates to Indococo Virgin Coconut Oil product consumers in their plans to buy Virgin Coconut Oil product needed in a certain period.	<ol style="list-style-type: none"> <li>1. Transactional interest</li> <li>2. Referential interest</li> <li>3. Preferential interest</li> <li>4. Ask for Exploratory (Cong &amp; Zheng, 2017).</li> </ol>

## Testing of Research Instrument

### Validity and Reliability Tests

The validity of a study has to do with the extent to which a researcher measures what should be measured. In particular, the validity of quantitative research is rooted in an empirical view that emphasizes evidence, objectivity, truth, deduction, reason, facts and numerical data.

Reliability as the consistency of a research result by using it as a research method under different conditions. In particular, the concept of reliability refers to the consistency of score results on the items contained in the questionnaire so that the actual reliability test tests the accuracy of the measurement scales of research instruments.

### Classical Assumption Tests

#### 1. Normality Test

The normality test aims to test whether in the regression model, the disruptive and residual variables have a normal or abnormal distribution. The regression model can be said to be good if it has a normal contribution. When viewed using p-plots, the data is said to be normally distributed if the image is distributed with data points spread on a diagonal line and the spread of points in a direction with a diagonal line (Ghozali, 2011).

#### 2. Multicollinearity Test

This test aims to test whether a regression model is found to exist correlation between independent variables (Ghozali, 2011). If there is a correlation, then it can be said that there is a multicollinearity problem. Because a good regression model does not happen correlation 65 between independent variables. It is said that multicollinearity free is a regression model has a tolerance number close to 1.

#### 3. Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. Detecting the presence or absence of Heteroscedasticity can be done with the Glejser test. The regression model does not contain heteroskedasticity, if the probability of significance is above the 5% confidence level (Ghozali, 2011).

### Multiple Linear Regression Analysis

Multiple linear analysis is used to determine the relationship between independent variables and dependent variables. In addition, multiple linear analysis is also used to find out the extent of the influence between independent variables and related variables. The equation or formula of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y	= Purchase Intention
X <sub>1</sub>	= Electronic Word of Mouth
X <sub>2</sub>	= Product Quality
X <sub>3</sub>	= Price
a	= Constant number
b <sub>1</sub> , b <sub>2</sub> , b <sub>3</sub>	= Regression coefficient
e	= Error Term

### Correlation Coefficient (R) and Coefficient Determination (R<sup>2</sup>)

The correlation coefficient test is used to measure how much the linear relationship of the independent variable being studied is to the bound variable. The correlation coefficient (R) has values between -1.00 to +1.00. The closer R is to 1.00, the stronger and more negative the relationship between the free variable and the bound variable and vice versa.

The determination coefficient (R<sup>2</sup>) is used to determine the presentation of independent variables together can explain the dependent variables. The value of the determination coefficient is 0 to 1. If the number of the variable determination coefficient is almost equal to 1, it means that the ability of the independent variable to produce the existence of the dependent variable is getting stronger.

### Hypothesis Testing

#### T-Test and F-Test

T test is used to find out whether in the regression model, the independent variable partially affects the dependent variable at a confidence level of 95% or  $\alpha = 5\%$ . The F test basically shows whether all the independent included in the model have a simultaneous effect on the dependent variable at a confidence level of 95% or  $\alpha = 5\%$ .

**Research Result****Validity and Reliability Tests****Table 2. Validity Test Results**

<b>Variable</b>	<b>Indicator</b>	<b>Validity</b>			<b>Result</b>
		<b>r-count</b>	<b>r-table</b>	<b>Sig.</b>	
Electronic Word of Mouth (X1)	X1P1	0.857	0.197	0.000	Valid
	X1P2	0.842	0.197	0.000	Valid
	X1P3	0.863	0.197	0.000	Valid
Product Quality (X2)	X2P1	0.811	0.197	0.000	Valid
	X2P2	0.780	0.197	0.000	Valid
	X2P3	0.697	0.197	0.000	Valid
	X2P4	0.682	0.197	0.000	Valid
	X2P5	0.753	0.197	0.000	Valid
	X2P6	0.764	0.197	0.000	Valid
Price (X3)	X3P1	0.852	0.197	0.000	Valid
	X3P2	0.844	0.197	0.000	Valid
	X3P3	0.748	0.197	0.000	Valid
	X3P4	0.805	0.197	0.000	Valid
	X3P5	0.771	0.197	0.000	Valid
	X3P6	0.797	0.197	0.000	Valid
Purchase Intention (Y)	YP1	0.859	0.197	0.000	Valid
	YP2	0.844	0.197	0.000	Valid
	YP3	0.863	0.197	0.000	Valid
	YP4	0.848	0.197	0.000	Valid

*Source: Data Processed, 2025*

Based on table 2, the Pearson correlation of the Electronic Word of Mouth (X1), Product Quality (X2), Price (X3), and Purchase Intention (Y) is greater than 0.202 and the significant value for each statement is less than 0.05. So, it can be said that the data obtained in this study is valid.

**Reliability Test****Table 3. Reliability Test Results**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>Result</b>
Electronic Word of Mouth (X1)	0.814	3	Reliable
Product Quality (X2)	0.839	6	Reliable
Price (X3)	0.888	6	Reliable
Purchase Intention (Y)	0.876	4	Reliable

*Source: Data Processed, 2025*

Based on table 3, it is shown that the Cronbach Alpha value for Electronic Word of Mouth (X1) is 0.814, Product Quality (X2) is 0.839, price (X3) is 0.888, and Purchase Intention (Y) is 0.876, which means that the statements in this research questionnaire are reliable because the Cronbach Alpha results are more than 0.6.

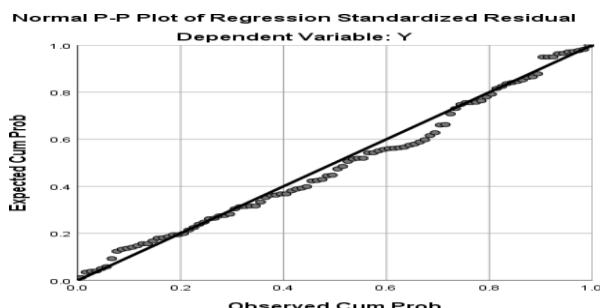
**Classical Assumption Testing****Multicollinearity Test****Table 4. Multicollinearity Test Results**

<b>Model</b>	<b>Coefficients<sup>a</sup></b>		<b>Collinearity Statistics</b>	
	<b>Tolerance</b>	<b>VIF</b>		
Electronic Word of Mouth (X1)	.326	3.071		
Product Quality (X2)	.282	3.545		
Price (X3)	.287	3.486		

*Source: Data Processed, 2025*

Table 4 shows that the tolerance value of Electronic Word of Mouth (X1) is 3.071, Product Quality (X2) is 3.545, and Price (X3) is 3.486 which means that the tolerance value is  $> 0.1$ . The value of VIF (Variance Inflation Factor) means that the value is  $< 10$ . So based on the results of this study, it is free from multicollinearity because the tolerance value is above 0.1 and the VIF is less than 10.

## Normality Test Results

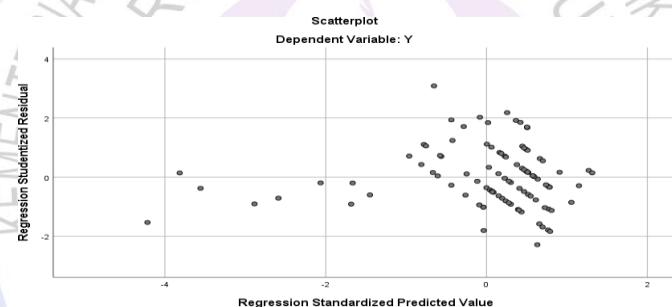


**Figure 2. Normal P-P Plot**

Source: Data Processed, 2025

Figure 2 shows that the data represented by the dots spread out near the diagonal line and follow the direction of the diagonal line. This proves that the results of the normality test are normal.

## Heteroscedasticity Test



**Figure 3. Grafik Scatterpot**

Source: Data Processed, 2025

Based on Figure 3, it can be seen that the points are scattered around 0 and do not form any clear pattern. Therefore, it can be concluded that there is no issue of heteroscedasticity in this study..

## Multiple Linear Regression Analysis

**Table 5. Multiple Linear Regression Results**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.013	.852			1.189	.237
Electronic Word of Mouth (X1)	.319	.107	.250		2.981	.004
Product Quality (X2)	.209	.062	.304		3.369	.001
Price (X3)	.272	.062	.395		4.414	.000

Source: Data Processed, 2025

Based on multiple linear regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 1.1013 + 0.319X1 + 0.209X2 + 0.272X3 + e$$

The results of the multiple linear regression equation above give the understanding that:

1. The value of the  $\alpha$  constant is 1.013 which means that if the variable X (Electronic Word of Mouth, Product

Quality and Price) does not change  $X_1, X_2, X_3 = 0$  then the variable Y (Purchase Intention) is 1,013

2. The value of the regression coefficient Electronic Word of Mouth = 0.319 shows that the Electronic Word of Mouth variable has a positive effect on Purchase Intention, this can be interpreted that every effort to reduce by one unit the Electronic Word of Mouth variable, Purchase Intention increases by 0.319.
3. The value of the regression coefficient Product Quality = 0.029 shows that the Product Quality variable has a positive effect on Purchase Intention, this can be interpreted that every time there is an effort to add one unit to the product quality variable, Purchase Intention increases by 0.029
4. The value of the regression coefficient  $X_3 = 0.272$  shows that the Price variable has a positive effect on Purchase Intention, this can be interpreted that every time there is an effort to add one unit to Price variable, Purchase Intention increases by 0.272.

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

**Table 6. Correlation Coefficient (R) and Coefficient Determination ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 <sup>a</sup>	.780	.773	1.366

Source: Data Processed, 2025

Based on table 6, it is known that the value of the correlation coefficient (R) is 0.883. This shows that there is a strong relationship between the Electronic Word of Mouth ( $X_1$ ), Product Quality ( $X_2$ ), and Price ( $X_3$ ) variables to the Purchase Intention (Y) variables. The value of  $R^2$  or the coefficient of determination is 0.780 or 78%. This means that all independent variables, namely Electronic Word of Mouth ( $X_1$ ), Product Quality ( $X_2$ ), and Price ( $X_3$ ), have an effect on Purchase Intention (Y) by 78% while the remaining 22% are influenced by other factors that were not studied in this study.

### Hypothesis Testing

#### T-Test

Based on the results presented in Table 5, the following interpretations can be made:

1. The influence of the Electronic Word of Mouth ( $X_1$ ) variable on Purchase Intention (Y). The t(calculated) value for the Electronic Word of Mouth variable is 2.981 while the t-table value is 1.66 and the significant value is  $0.004 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, which means that the Purchase Intention variable ( $X_1$ ) partially affects the Purchase Intention variable (Y).
2. The effect of the variable Product Quality ( $X_2$ ) on Purchase Intention (Y). The t-value (calculated) for the Product Quality variable is 3.369 while the t-table value is 1.66. So it can be known that the calculation of  $3.369 >$  the table of 1.66 and the significant value of  $0.001 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, which means that the Product Quality ( $X_2$ ) variable partially affects the Purchase Intention (Y) variable.
3. The effect of variable price ( $X_3$ ) on Purchase Intention (Y). The value of t(calculated) for the Purchase Intention ( $X_3$ ) variable is  $4.414 >$  t-table 1.66 and the significant value is  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, which means that the Price variable ( $X_3$ ) partially has a positive and significant effect on the Purchase Intention (Y) variable.

#### F-Test

**Table 7. F-Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	633.743	3	211.248	113.157
	Residual	179.217	96	1.867	
	Total	812.960	99		

Source: Data Processed, 2025

Based on table 7, it shows that the value of F(calculated) is 113.157 and the value of Sig. 0.000. So the value of F(calculated)  $113.157 > F(\text{table})$  is 2.47 and the value of Sig.  $0.000 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted. This shows that Purchase Intention ( $X_1$ ), Product Quality ( $X_2$ ), and Price ( $X_3$ ) simultaneously have a significant effect on the Purchase Intention (Y) variable.

## Discussion

### The Influence of Electronic Word of Mouth (X1), Product Quality (X2), and Price (X3) On Purchase Intention (Y)

Purchase Intention is the most important thing in marketing because it is a key indicator of sales success and business growth. It was found that Electronic Word of Mouth, Product Quality, and Price had a significant influence on Purchase Intention on Virgin Coconut Oil at CV. Emka Indococo Sejahtera. Positive online recommendations enhance consumer trust and awareness, while the high quality of the product—reflected in its purity, natural extraction process, and health benefits—strengthens the perceived value. At the same time, an appropriate pricing strategy that aligns with product benefits encourages consumers to feel confident that they are making a worthwhile purchase. The combined effect of these three marketing factors ultimately increases the likelihood that consumers will choose Virgin Coconut Oil from CV. Emka Indococo Sejahtera.

#### The Influence of Electronic Word of Mouth (X1) On Purchase Intention (Y)

Electronic Word of Mouth was proven to affect Purchase Intention on Virgin Coconut Oil at CV. Emka Indococo Sejahtera. Positive online reviews, testimonials, and product recommendations shared through digital platforms help increase consumer trust in the quality and benefits of the company's VCO. When customers read favorable experiences from other users such as reports of health improvements, product purity, or reliable service, they are more confident in making a purchase decision. The results of the study is supported by research conducted such as eWOM information influence purchase intention (Leong, Loi, & Woon, 2022), Electronic Word of Mouth significantly increases consumer Purchase Intention (Armawan, 2020).

#### The Influence of Product Quality (X2) On Purchase Intention (Y)

There is a close relationship between the Product Quality variable and Purchase Intention. Product Quality is a very important factor in determining Purchase Intention at CV. Emka Indococo Sejahtera. The higher the Product Quality sold, the higher the Purchase Intention. If the Product Quality of Virgin Coconut Oil in CV. Emka Indococo Sejahtera has good durability, so the Purchase Intention to buy Virgin Coconut Oil products will be higher. This means that Product Quality is a factor that affects Purchase Intention on Virgin Coconut Oil at CV. Emka Indococo Sejahtera. The results of the research is supported by Meliawati, Gerald, & Aruman (2023) that Product Quality product display affects purchase intention. Agnelia & Wardhana (2021) found that product quality has a positive effect on purchase intention.

#### The Influence of Price (X3) On Purchase Intention (Y)

Price is an important marketing factor that influences how consumers evaluate and decide to purchase Virgin Coconut Oil (VCO). Kotler & Amstrong (2012) state that price reflects the value of the benefits received by customers. In the case of CV. Emka Indococo Sejahtera, Price is proven to affect the increase in Purchase Intention on Virgin Coconut Oil at CV. Emka Indococo Sejahtera. The offered price of their VCO product contributes to shaping customer perceptions regarding value, quality, and affordability. When consumers see the price as reasonable and aligned with the high nutritional and health benefits of VCO such as its natural processing, premium coconut raw materials, and purity, this positive perception encourages a higher purchase intention. The results of the research is supported by Amanda et al. (2021) that electronic word of mouth has an influence on purchase intention.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. Electronic Word of Mouth, Product Quality, and Price simultaneously have a significant effect on purchase intention. This means that effective marketing strategies must encompass all three aspects in a balanced manner to enhance the product's appeal in the market.
2. e-WOM has a positive and significant impact on purchase intention. This indicates that the more positive reviews, recommendations, and consumer testimonials spread online, the greater the likelihood that new consumers will be interested and purchase VCO products from CV Emka Indococo Sejahtera.
3. Product quality has a positive and significant effect on purchase intention. Consumers pay attention to aspects such as purity, aroma, health benefits, and product packaging. Maintaining product quality fosters trust and loyalty among consumers towards the VCO products offered.

4. Price also has a positive and significant impact on purchase intention. Competitive pricing that corresponds with product quality makes consumers feel that they are getting appropriate value, thus encouraging purchase intention

### Recommendation

1. Companies can encourage customers to leave positive reviews on social media, marketplaces, and e-commerce platforms and collaborating with relevant influencers or micro-influencers in the health and natural lifestyle sectors to expand the reach of positive messages about VCO products.
2. Innovating to maintain the quality of Virgin Coconut Oil, from the production process, raw material selection, to product packaging. Providing certifications or laboratory tests that prove the purity and health benefits of VCO to increase consumer trust.
3. Conducting periodic price evaluations to ensure competitiveness with similar products in the market. Offering product size variations and price bundling to reach a wider consumer segment.
4. Regular evaluation and measurement of marketing strategy effectiveness, Companies are advised to periodically measure the effectiveness of e- WOM, product quality, and pricing in relation to changes in consumer buying interest, in order to continuously adjust to targeted business strategies.

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