THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, BRAND IMAGE, AND PRICE ON PURCHASING DECISIONS THROUGH PURCHASING INTEREST

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ARTICLE INFORMATION

ABSTRACT

This study aims to examine the effects of Electronic Word of Mouth (e-WOM), Brand Image, and Price on Purchase Decision, with Purchase Intention serving as a mediating variable. Research focuses on Rotiboy consumers at the Mall Taman Anggrek branch. A novel aspect of this study is the use of Purchase Intention as a mediator linking the effects of e-WOM, Brand Image, and Price on Purchase Decision, as well as its application within the context of fast food products at a specific location, namely Mall Taman Anggrek. This study employs a quantitative approach with purposive sampling, enabling the researcher to target respondents most relevant to the study's objectives. The sample consists of 396 respondents who have previously purchased Rotiboy products. The analytical tool used is SmartPLS version 3.2.9. The results indicate that Electronic Word of Mouth does not have a significant effect on Purchase Intention among Rotiboy consumers. In contrast, Brand Image significantly and positively influences Purchase Intention, as does Price, which also has a significant positive effect. Furthermore, Purchase Intention is significantly and positively related to Purchase Decision. However, Electronic Word of Mouth was found not to have a significant effect on Purchase Decision. Positive and significant effects on Purchase Decision were observed from Brand Image and Price through Purchase Intention. This study is limited to Rotiboy consumers at Mall Taman Anggrek; therefore, the results cannot be generalized broadly. The findings provide valuable implications for practitioners and marketers to design more effective marketing strategies by leveraging Brand Image and Price to influence Purchase Intention and Purchase

Decision

INTRODUCTION

The evolution of urban lifestyles in Indonesia has significantly transformed consumption patterns, with a growing preference for fast food—especially bread. Amid busy daily routines, individuals often choose foods that are convenient, flavorful, and nutritious. The bakery industry experienced substantial growth, particularly from 2018 to 2021, during which bread consumption surged, making Indonesia the leading country in bread sales in Southeast Asia in 2021.

A popular bakery product in Indonesia is coffee bread, introduced by the Rotiboy brand. Founded in 2004, Rotiboy Indonesia is renowned for its distinctive aroma and unique flavor that immediately attract customers. However, in recent years, the Rotiboy store in Taman Anggrek Mall has struggled to meet sales targets. This indicates challenges in maintaining customer loyalty despite a strong brand image.

This challenge is inherently connected to the rapid advancement of digital technology, which allows consumers to share their shopping experiences on online platforms. The concept of electronic word of mouth significantly influences public opinion, particularly as customers increasingly depend on online reviews to guide their purchasing decisions (Hennig-Thurau et al., 2004; Ho et al., 2021). Data from Google Reviews, Go-Food, and GrabFood reveal both positive and negative evaluations that can shape the perceptions of potential Rotiboy customers.

Besides electronic word-of-mouth (e-WOM), brand image is a crucial factor in building consumer trust and loyalty. Kotler and Keller (2019) emphasize that brand image is a perception embedded in consumers' minds that influences their purchasing decisions. Rotiboy has cultivated a strong brand identity through distinctive colors, a unique logo, and innovative products. However, the emergence of competitors with similar themes has led to potential brand confusion among customer.

Pricing is a strategic factor in a competitive market. Gracia et al., (2024) assert that price not only signals a product's value but also serves as a key component of the marketing mix that directly generates revenue. Despite Rotibo's relatively economical pricing and competition from brands like Roti 'O, the perception of product value relative to its price remains challenging to address..

Consumer purchase intention represents the initial phase before a purchase decision. Sadhilla et al., (2024) argue that purchase intention can be analyzed through four dimensions: choice, exploration, transactional, and referential intention. Consumer intention is considered to be formed through experience, expectations, and the influence of social factors, including e -WOM. Therefore, understanding the influence of e-WOM, brand image , and price on purchase intention is seen as an important prerequisite that must be obtained before a purchase decision can be made.

Previous research has extensively examined the determinants influencing purchase decisions, including one finding that e-WOM significantly influences purchase intention (Aditria et al., 2023). Conversely, Kurniawan & Budiatmo (2020) underscored the importance of brand image as a factor influencing consumer choice. The inconclusive findings in the literature suggest the need for further investigation for specific brands, such as Rotiboy.

The research gap arises from differences in previous findings; for example, Gracia et al., (2024) determined that price significantly influences purchase decisions, although Liyono (2022) reached the opposite conclusion. This gap underscores the need for additional studies to explain the details of the interactions between e-WOM, brand image, price, and purchase decisions through purchase intention within an integrated model framework.

This research was conducted among customers at the Rotiboy branch in Taman Anggrek Mall, a strategically significant store with high transaction volume in the Greater Jakarta area. Sales data from the past five years shows a static pattern that has not met objectives, despite the development of Rotiboy outlets nationwide and an increase in the top brand index. This phenomenon suggests that the dynamics of customer behavior are not fully understood.

This study was conducted using a quantitative methodology that utilizes survey techniques and data analysis through SmartPLS 3.2.9. A sample of 396 respondents was obtained through a purposive sampling method. The factors analyzed in this study include electronic word-of-mouth (e-WOM), brand image , and price which are positioned as independent variables, purchase intention as an intervening variable, and purchase decision which is placed as a dependent variable. Each variable is assessed according to empirically validated theories, including those proposed by (Hennig-Thurau et al., 2004).

This research aims to enhance consumer marketing theory and help companies like Rotiboy formulate more effective communication and pricing strategies. The findings are anticipated to serve as a reference for business professionals in addressing issues arising from evolving customer behavior in the digital age.

This study was conducted to examine the extent to which e-WOM , Brand Image , and pricing influence purchasing decisions, both directly and through purchase intention as a mediating variable, among consumers of Rotiboy branch Mall Taman Anggrek, by considering the background, phenomena, and gaps in previous research. This research aims to offer strategic suggestions for brand management and competitiveness in the contemporary Indonesian bread market.

LITERATURE REVIEW

Understanding consumer behavior in the digital era requires in-depth study of the relationships among online communication, brand perception, and purchasing decision-making strategies influenced by pricing. While brand image, electronic word-of-mouth (e-WOM), and price have been extensively analyzed, empirical evidence supporting an integrative approach that incorporates purchase intention as a mediating variable remains limited.

Electronic Word of Mouth (e-WOM) is a crucial element in digital marketing research. It is defined as online communication among consumers that conveys both positive and negative comments about a product or service (Hennig-Thurau et al., 2004). Studies conducted by (Avianti & Aminah, 2023; Ho et al., 2021) demonstrate that e-WOM has a significant and positive effect on purchase intention and brand trust. However, the findings of this study differ: electronic word-of-mouth (e-WOM) does not significantly influence purchase intention or consumer decisions at the Rotiboy branch in Taman Anggrek Mall. This suggests that the impact of e-WOM may be diminished by factors such as brand loyalty or direct consumer experience.

Brand image is a consumer perception shaped by associations with a brand (Kotler & Keller, 2016). A previous study by Kurniawan and Budiatmo (2020) found that brand image positively influences consumer interest and purchasing decisions. This study reinforces those findings, demonstrating that brand image is a significant predictor of Rotiboy consumers' behavior. The emergence of competitors with similar logos and color schemes poses a challenge to maintaining brand uniqueness in consumer perception.

Price is a major factor in purchasing decisions. Kotler & Keller (2019) assert that price is viewed as a form of sacrifice that consumers must make to obtain the benefits of a product. Gracia et al ., (2024) confirm this perspective, noting that price significantly influences purchasing decisions. Conversely, Liyono (2022) found that pricing does not influence purchasing decisions when a brand is well-established. This study establishes that, within the Rotiboy framework, the price variable has demonstrated a significant influence, both directly and through intermediaries on purchasing intention.

Purchase intention functions as a mediating element that is crucial in connecting customer perceptions and final decisions. Sadhilla et al., (2024) assert that purchase intention consists of four dimensions: preferred, exploratory, transactional, and referential. Ansar et al., (2024) found that purchase intention significantly influences purchase decisions. This study explains that brand image and price have a significant influence on purchase intention, which in turn significantly influences purchase decisions. However, e-WOM does not have a substantial indirect effect on purchase intention, indicating that social influence through online media is not always dominant in the realm of established companies.

Previous research has shown that not all marketing mix components have the same influence on consumer behavior. This study found e-WOM to be insignificant, suggesting that digital perceptions may have less influence when consumers have direct experience or emotional affinity with the company. Conversely, price perceptions and distinctive brand identity remain important instruments in fostering consumer loyalty.

This study advances the literature by simultaneously examining four variables in a single structural model using PLS-SEM and data from 396 respondents. It offers a comprehensive analysis of consumer reactions to several marketing components in the bakery sector, particularly with established brands like Rotiboy.

This study also presents avenues for future research to investigate contextual elements, such as digital literacy and trust in online evaluations, that may weaken the influence of e-WOM. Furthermore, a comparative analysis across sectors such as food, fashion, and electronics will enhance understanding of the interaction between electronic

word-of-mouth (e-WOM) and brand image in customer decision-making.

RESEARCH METHOD

Understanding consumer behavior in the digital realm requires a comprehensive analysis of the interactions between online communication, brand perception, and pricing strategies in influencing purchase decisions. Factors such as e-WOM, brand image , and price have been extensively analyzed; however, empirical support for the implementation of a comprehensive strategy that includes purchase intention as a mediating variable is still inadequate.

e-WOM is an important factor in digital marketing research. Hennig-Thurau et al., (2004) define e-WOM as online discourse among consumers expressing positive and negative comments about a product or service. Research by (Avianti & Aminah, 2023; Ho et al., 2021) shows that e-WOM significantly increases purchase intention and brand trust. However, the findings of this study revealed mixed results: e-WOM did not substantially influence purchase intention or consumer decisions at Rotiboy at the Taman Anggrek Mall location. This proves that the influence of e-WOM can be mitigated by factors such as brand loyalty or personal experience.

Brand image is a customer's perception formed from associations with a brand (Kotler & Keller, 2019). Previous research by Kurniawan & Budiatmo (2020) showed that brand image has a beneficial effect on consumer interest and purchasing choices. This study confirms previous findings, showing that brand image is a significant predictor of Rotiboy consumer behavior. The emergence of competitors with similar logos and color palettes presents a challenge to maintaining brand distinctiveness in consumer perception.

Price is a fundamental determinant in purchasing decisions. Price is understood as an indicator of the sacrifices customers must make to obtain the benefits of a product. Gracia et al ., (2024) confirm this view, highlighting that price significantly influences purchasing decisions. In contrast, Liyono (2022) found that pricing does not influence purchasing decisions for established brands. This study shows that, in the context of Rotiboy, price significantly influences purchase intention, both directly and indirectly.

The role of purchase intention as a mediating factor is crucial in linking customer perceptions and final decisions. Sadhilla et al., (2024) argue that purchase intention encompasses four dimensions: preferred, exploratory, transactional, and referential. Ansar et al., (2024) found that purchase intention significantly influences purchase decisions. This study illustrates that brand image and price significantly influence purchase intention, which then influences purchase decisions. However, e-WOM shows a negligible indirect effect on purchase intention, suggesting that social influence through online platforms is not consistently important in the context of established companies.

Previous research has shown that not all elements of the marketing mix exert the same influence on consumer behavior. This study indicates that e-WOM can be overlooked, demonstrating that digital perceptions likely have less influence when consumers have direct experience or an emotional connection with a company. Conversely, perceived value and a unique brand identity are important tools in fostering consumer loyalty.

This study contributes to the literature by simultaneously analyzing four variables in an integrated structural model using a PLS-SEM approach using data from 396 participants. It provides a comprehensive examination of consumer responses to various marketing elements in the bakery industry, particularly with established brands like Rotiboy.

This study also identifies potential directions for future research to explore contextual factors, such as digital literacy and confidence in online judgment, that may mitigate the influence of e-WOM. Furthermore, comparative investigations across sectors such as food, fashion, and electronics will enhance understanding of the relationship between e-WOM and brand image in consumer decision-making.

The research instrument was created in accordance with the related theories:
1. The e-WOM variable is related to the indicators established by (Hennig-Thurau et al., 2004)
2. Brand Image is defined by (Alvisca & Pradananta, 2023)
3. Price is based on the theory proposed by (Kotler & Keller, 2016)
4. Purchase Interest in Sadhilla et al., (2024) ,
5. Purchasing decisions are based on the theory (Kotler & Keller, 2016)

The collected data was analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), utilizing SmartPLS software version 3.2.9. The stages of the analysis process include:
1. Validity and Reliability Assessment, to evaluate the reliability and consistency of instrument items;
2. External Model Evaluation, to check the validity of constructs and indicators;
3. Deep Model Analysis, to investigate the relationships between latent variables, including path coefficients, R-squared, and Q-squared values;
4. Hypothesis Significance Testing, assessing the direct and indirect influences between variables through bootstrapping .

The results of this data analysis are used to address the problem formulation and evaluate the proposed hypotheses. This approach aims to empirically describe the influence of brand image , e-WOM, and pricing on purchasing decisions through purchasing interest among Rotib consumers.

section lists the types of research, both qualitative and qualitative. This section also lists the methods used and explains the stages in collecting and processing research data as well as the analysis used as an interpretation or approach to the results or findings of the research in conducting research discussions until a conclusion is drawn.

RESEARCH RESULTS AND DISCUSSION

A total of 396 respondents who were Rotiboy product users at Taman Anggrek Mall, West Jakarta, participated in this study. Their characteristics were analyzed based on several demographic criteria, including gender, age, highest level of education, and frequency of Rotiboy product purchases. This analysis was conducted to obtain a picture of the respondents' backgrounds, which could potentially influence their perceptions of several variables studied.

Table 1. Characteristics of Research Respondents (n = 396)

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Man	162	40.9
	Woman	234	59.1
Age	< 20 years	69	17.4
	21–30 years	183	46.2
	31–40 years	96	24.2
	> 40 years	48	12.1
Last education	High School/Vocational School	96	24.2
	Diploma/Bachelor's Degree (S1)	252	63.6
	Postgraduate (S2/S3)	48	12.1
Purchase Frequency	1–2 times per month	279	70.5
	> 2 times per month	78	19.7
	Occasionally (not regularly)	39	9.8

The majority of respondents were female (59.1%), mostly aged 21-30 (46.2%), representing the younger generation and early adults. A significant proportion had higher education (63.6%) and purchased Rotiboy once or twice a month (70.5%), indicating a consistent consumption pattern.

Measurement Method Analysis

The data analysis strategy in this study utilized a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS). This was done to assess the internal structural measurement model. The measurement results can facilitate contract validation, realism assessment, and structural equation modeling analysis.

Validity and Reliability Test

Validity and reliability testing were conducted to ensure that the research instruments accurately and consistently measure the intended constructs. Validity assessment was conducted using convergent validity, by analyzing the factor loading values of each indicator in relation to its construct. Indicators were considered valid if their factor loadings exceeded 0.70, although values ranging from 0.60 to 0.70 were allowed in exploratory studies. In the EWOM variable, many factors, including venting negative feelings and economic incentives, were eliminated due to factor loading values below 0.60 and related theoretical considerations. In contrast, all indicators in the Brand Image , Price, Purchase Decision, and Purchase Intention variables had factor loadings exceeding 0.6, thus confirming their validity. Convergent validity was further strengthened by the Average Variance Extracted (AVE) value, which exceeded a total of 0.5. Furthermore, discriminant validity was assessed through cross-loading values, revealing that each indicator showed a greater relationship with its respective construct than the others, thus confirming the fulfillment of discriminant validity. Two methodologies were used to assess reliability: Cronbach's Alpha and Composite Reliability, both of which indicated that all variables had values greater than 0.6, with some approaching or exceeding 0.9, indicating excellent internal consistency. Consequently, the instruments used in this investigation were confirmed as valid and reliable for measuring the constructs examined.

Table 2. Results of the Validity and Reliability Test of the Constructs

Construct Variables	Number of Indicators	AVE value	Composite Reliability (CR)	Information
e-WOM	5	0.598	0.870	Valid and Reliable
Brand Image	6	0.657	0.907	Valid and Reliable
Price	5	0.627	0.885	Valid and Reliable
Purchase Interest	4	0.655	0.882	Valid and Reliable
Buying decision	4	0.644	0.869	Valid and Reliable

Source: Processed primary data, 2025.

A construct is considered **conversionally valid** if AVE ≥ 0.50. A construct is considered **reliable** if CR ≥ 0.70. All constructs in this study meet both criteria.

Table 3. Discriminant Validity Test (Fornell-Larcker Criterion)

Variables	e-WOM	Brand Image	Price	Purchase Interest	Buying decision
e-WOM	0.774	0.561	0.599	0.417	0.420
Brand Image	0.561	0.811	0.655	0.578	0.638
Price	0.599	0.655	0.792	0.580	0.590
Purchase Interest	0.417	0.578	0.580	0.809	0.714
Buying decision	0.420	0.638	0.590	0.714	0.802

Source: Processed primary data, 2025.

The diagonal values in bold represent the square root of the Average Variance Extracted (√AVE) for each construct. Discriminant validity is established when the √AVE value exceeds the correlation between other constructs in the same column or row.

Structural Model Analysis

After all constructs in this study were validated through validity and reliability testing—including outer loading , Average Variance Extracted (AVE), and Composite Reliability (CR)—the next stage focused on evaluating the structural model (inner model). This evaluation aims to measure the magnitude of the influence between latent variables in the model, while simultaneously testing the validity of the previously formulated hypothesis. Analysis of the structural model was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, through a bootstrapping procedure to obtain path coefficients , T-statistics, and p-values. This approach is used to assess the statistical significance of the relationship between independent, mediating, and dependent variables. At a significance level of 5% (α = 0.05), the hypothesis is declared acceptable if the T-value is greater than 1.96 and the p-value is below 0.05. The results of the hypothesis testing are summarized in the following table and serve as the basis for drawing scientific conclusions from this study.

Hypothesis Testing

The results of the hypothesis testing in this study can be seen from the data and

analysis provided in the t-statistic section. The hypothesis is considered acceptable if the two-tailed t-value exceeds 1.65 at a 10% error level, exceeds 1.96 at a 5% error level, and exceeds 2.58 at a 1% error level (Ghozali, 2021: 75).

Identification of the direct and indirect influences between variables in this study has been carried out by considering the role of exogenous, endogenous, and intervening variables within the framework of the research model. The findings of the correlation analysis between variables are as follows:

Direct Influence

The direct effect of exogenous factors on other exogenous variables is proven by the path coefficient test, proven by a t-statistic value greater than 1.96 at a 5% error rate. The hypothesis is considered accepted when the t-value exceeds 1.96 with a 5% error rate (Ghozali & Latan, 2015) . The following results from the direct effect analysis:

Table 4. Direct Effect Hypothesis Test

	Original Sample (O)	T Statistics	P Values	Information
e-WOM -> Purchase Interest	0.064	1,601	0.110	Hypothesis Rejected
Brand Image -> Purchase Interest	0.395	7,393	0,000	Hypothesis Accepted
Price -> Buying Interest	0.507	9,654	0,000	Hypothesis Accepted
e-WOM -> Purchase Decision	-0.007	0.345	0.730	Hypothesis Rejected
Brand Image -> Purchase Decision	0.206	4,069	0,000	Hypothesis Accepted
Price -> Purchase Decision	0.358	5,918	0,000	Hypothesis Accepted
Purchase Interest -> Purchase Decision	0.426	7,201	0,000	Hypothesis Accepted

Source: Processed primary data, 2025.

Based on the findings of the hypothesis test, it is known that of the seven hypotheses proposed, five of them show a positive and significant influence, while the other two cannot be accepted because they do not meet the significance criteria. Electronic Word of Mouth (EWOM) does not provide a substantial Influence on Flower Purchase or Purchase Decision; therefore, Ha1 and Ha4 are rejected. In contrast, Brand Image and Price show a positive and substantial Influence on both dependent variables (Purchase Intention and Purchase Decision), thus strengthening Ha2, Ha3, Ha5, and Ha6. In addition, Purchase Intention significantly influences Purchase Decision, thus validating Ha7. Consequently, EWOM is the only variable that is not significant in this model.

Indirect Influence

This analysis attempts to explain the significant results of the indirect effect through a specific indirect effect test by examining the t-statistic value exceeding 1.96 at a 5% error rate. The hypothesis is accepted when the t-value exceeds 1.96 with a 5%

error rate (Ghozali & Latan, 2015) .

Table 5. Indirect Effect Hypothesis Test

	Original Sample (O)	T Statistics	P Values	Information
Brand Image -> Purchase Interest -> Purchase Decision	0.168	5,127	0,000	Hypothesis Accepted
e-WOM -> Purchase Interest -> Purchase Decision	0.027	1,567	0.118	Hypothesis Rejected
Price -> Purchase Interest -> Purchase Decision	0.216	5,692	0,000	Hypothesis Accepted

Source: Processed primary data, 2025.

The findings of the indirect influence study indicate that of the three hypotheses examined, two are accepted and one is rejected. e -WOM through Buying Interest does not have a significant influence on Purchasing Decisions (t = 1.567 < 1.96; p = 0.118 > 0.05), therefore Ha8 is rejected. On the other hand, Brand Image and price, through buying interest, are proven to have a positive and significant influence on purchasing decisions, with t-values of 5.127 and 5.692, respectively (p < 0.05), so that hypotheses Ha9 and Ha10 are declared accepted. The data results prove that buying interest acts as a mediator for the relationship between Brand Image and price on purchasing decisions, but does not apply to the relationship between e-WOM and purchasing decisions.

Discussion
The Influence of Electronic Word of Mouth (EWOM) on Purchase Intention
The hypothesis test findings explain that e- WOM does not have a significant influence on Rotiboy consumer purchasing intention at Taman Anggrek Mall (t = 1.601; p = 0.110 > 0.05). This indicates that consumer reviews on digital platforms are unable to directly influence purchase intention. This finding is in line with the results of a study conducted by Alvisca & Pradananta (2023) , which stated that e-WOM does not influence purchase intention, and reached a similar conclusion regarding iPhone consumers in Bekasi. The influence is likely caused by reduced credibility of messages on digital platforms, or differences in individual views and preferences regarding the product. However, this result contradicts the findings of Aditria et al. (2023) and Ansar et al. (2024) , which proved that e-WOM significantly influences purchase intention.

The Influence of Brand Image on Purchase Intentions
The Brand Image variable has a positive and significant influence on purchase intention , as indicated by a t-value of 7.393 and a p-value of 0.000 (<0.05). This finding indicates that a more positive perception of Rotiboy's brand image is associated with increased purchase intention among consumers. Kurniawan & Budiatmo (2020) corroborate this finding, highlighting the importance of Brand Image in influencing consumer preferences. Therefore, Wijaya (2013) in Marcella et al. (2023) emphasized that brands play an important role in influencing product perception among consumers. The Rotiboy brand, founded in 2004, is recognized for its unique visual identity and

aroma, demonstrating the potential of Brand Image as a major catalyst for consumer attention. Brand Image has been shown to be significant for purchase intention (Alvisca & Pradananta, 2023) .

The Effect of Price on Purchase Intention

The results of the hypothesis test show that the price variable has a positive and significant influence on purchase intention (t = 9.654; p = 0.000 < 0.05). This result indicates that customer perceptions of prices that are considered fair, competitive, and commensurate with product quality can encourage increased purchase intention. This finding is in line with studies by Afifah et al. (2023); Bagaskara & Ngatno. (2021) which explain that price directly and significantly influences purchase intention. Sariyanti et al. (2022) explain that pricing is the monetary value that people spend in exchange for the benefits of goods. Rotiboy's prices, comparable to leading competitors such as Roti 'O, increase its competitive advantage. However, this finding contradicts a study conducted by Putri et al. (2024) which proved that price does not affect customer purchase intention.

The Influence of Electronic Word of Mouth on Purchasing Decisions

Electronic Word of Mouth is known to have no significant influence on consumer purchasing decisions at Rotiboy Mall Taman Anggrek, as evidenced by the t-statistic value of 0.345 and the p-value of 0.730 which exceeds the significance limit of 0.05. Studies conducted by (Alviansyach et al., 2024; Irfansyah, 2023) found that e-WOM does not influence purchasing decisions. The limited influence of e -WOM associated with questionable information credibility and highly subjective customer food preferences (Farichin, 2024) . In contrast, studies conducted by (Liyono, 2022; Marcella et al., 2023) found that electronic word-of-mouth (EWOM) has been shown to significantly influence purchasing decisions for various types of products.

The Influence of Brand Image on Purchasing Decisions

Consumer Brand Image has a positive and substantial influence on purchasing decisions, indicated by a t-statistic of 4.069 and a p-value of 0.000 (<0.05). Rotiboy's Brand Image , which was founded in 2004, has been shown to increase purchasing decisions (Bagaskara & Ngatno., 2021) . Brand Image influences consumer perceptions and trust in products (Kotler and Armstrong in (Ellitan et al., 2022) . This finding contrasts with the findings of (Utami & Harsoyo, 2024; Yuliana et al., 2024) which confirm that Brand Image does not significantly influence purchasing decisions.

The Effect of Price on Purchase Choices

Price has a positive and significant influence on purchasing choices, evidenced by a t-statistic of 5.918 and a p-value of 0.000. Consumers perceive Rotiboy's price as commensurate with the benefits and quality received (Muhajir, 2007; Sariyanti et al., 2022) . Manus (2015) in (Sadhilla et al., 2024) asserted that pricing significantly influences the decision-making process due to its relationship to perceived value and competitiveness. This conclusion contrasts with (Sulistyaningsih & Chasanah, 2024; Yuliana et al., 2024) which indicate that the price variable does not significantly influence purchasing decisions.

The Influence of Purchase Intentions on Purchase Decisions

Purchase intention substantially influences the decision to purchase, as evidenced by the T-statistic of 7.201 and a p-value of 0.000. Purchase intention is an important component in the phase before a customer's decision to acquire a product (Afifah et al., 2023; Ansar et al., 2024) . Mahira et al. (2022) emphasized that purchase intention is a significant determinant of purchase decisions. In the context of Rotiboy, favorable brand image and competitive prices stimulate purchase intention, culminating in the choice to purchase. However, Putri et al. (2024) found different results in alternative products.

The influence of e- WOM on purchasing decisions

Purchase intention as a mediating variable does not show significant significance, as indicated by the t-statistic value of 1.567 and p-value of 0.118 (> 0.05). Whether directly or indirectly, electronic word-of-mouth (EWOM) has been shown not to influence purchase intention or decision with Rotiboy items adequately (Alviansyach et al., 2024) . Bakery items such as Rotiboy are often acquired impulsively, lacking consideration of extensive Electronic Word Of Mouth . This result contradicts the statement (Ansar et al., 2024; Marcella et al., 2023) which claims that purchase intention mediates the influence of EWOM on purchase decisions.

The Influence of Brand Image on Purchasing Decisions

Through Consumer Interest Brand Image , which is related to purchase intention, provides a positive and significant influence on purchasing decisions, evidenced by the t-statistic of 5.127 and a p-value of 0.000. Favorable brand perceptions stimulate purchase interest, then influence purchasing decisions (Welsa et al., 2024; Yanuari & Saputro, 2025) . Brand Image contributes significantly to consumer trust, especially for food and beverages such as Rotiboy, which is strongly influenced by perceptions of taste and cleanliness.

The Influence of Price on Purchase Decisions through Purchase Intention Price, which is influenced by purchase intention, significantly influences purchase choices, as evidenced by the t-statistic of 5.692 and a p-value of 0.000. Prices perceived as appropriate and competitive influence customers' purchase intention, thereby increasing the likelihood of acquisition (Putri et al., 2024; Sariyanti et al., 2022) . Rotiboy is considered to offer cost-effectiveness for middle-class clients. However, this finding contrasts with (Sulistyaningsih & Chasanah, 2024) who asserted that purchase decisions are not influenced by price through purchase intention.

CONCLUSION

This study was conducted to evaluate the extent to which e-WOM, Brand Image, and price influence purchasing decisions made by Rotiboy consumers at the Taman Anggrek Mall branch, both directly and through purchase intention as a mediating variable. From the results of the analysis using the SEM-PLS approach to 396 respondents, it was found that Brand Image and price have a significant influence on purchase intention and purchasing decisions, both in direct and indirect channels. In

contrast, Electronic Word Of Mouth does not show a substantial influence on purchase intention or decision making.

These findings contribute scientifically to the domain of digital marketing and consumer behavior by demonstrating that the influence of online communications, such as electronic word-of-mouth (e-WOM), is not always dominant, especially for brands with established reputations and substantial customer loyalty. Instead, brand image and price perception are important factors in influencing purchase intentions and decisions, especially in the emotionally and experientially driven food and beverage sector.

This work advances the literature by presenting an integrated model that examines direct and indirect interactions between variables using PLS-SEM techniques. This model serves as an analytical foundation for analogous research in the retail and food and beverage sectors, particularly in understanding psychological and social influences on purchasing behavior.

Suggestion

Based on the findings and consequences of this study, many scientific suggestions can be proposed:

1. **For Practitioners (Rotiboy and Similar Industries):**
   Marketing tactics should primarily focus on enhancing brand image by ensuring consistency in quality, service, and visual branding, while also adjusting pricing to align with perceived consumer value. Electronic word-of-mouth proliferation is still possible, although it is not the sole basis for acquiring new customers.
2. **For academics and future researchers:**
   This research could be improved by including moderating variables such as brand loyalty, intensity of social media use, or consumer digital literacy. Furthermore, longitudinal trials or cross-industry comparative analyses could enhance the validity of the results.
3. **Future Research Extensions:**
   It's important to retest this model on new brands, local brands, or digital-native companies to determine whether e-WOM exerts a stronger influence among non-loyal consumers. Furthermore, A/B testing experiments on electronic word-of-mouth content could yield additional empirical insights into optimal review formats and forms.

By aligning marketing communication methods with brand perceptions and perceived value, organizations can foster lasting relationships with consumers. This study offers an empirical basis for formulating more measurable and targeted marketing strategies based on consumer behavior.

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