

## The Effect of Electronic Word of Mouth, Influencer Credibility on Purchase Intention of Mykonos Perfume with Brand Image as Mediation

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### ABSTRACT

This study investigates the influence of Electronic Word of Mouth (E-WOM) and influencer credibility on purchase intention of Mykonos perfume, with brand image as a mediating variable. Using a quantitative approach, the sample was 190 students from Unsoed, UMP, and UIN using purposive and quota sampling. Data were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) in Smart-PLS. The findings show that E-WOM and Influencer Credibility positively influence purchase intention and brand image strongly mediates this relationship. The results highlight the important role of brand image in consumer decision-making, which strengthens the TPB theory.

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## INTRODUCTION

In recent years, Indonesia's perfume industry has grown rapidly. As incomes rise and people's lifestyles increasingly value personal grooming, self-expression and social status, and driven by trends in social media that highlight lifestyle and beauty product reviews, demand for perfume continues to rise. This presents perfume companies with an attractive business opportunity Mutia & Sari, (2024).

The local perfume industry in Indonesia has many quality brands that can compete with international premium products. Mykonos, a local perfume product from Indonesia that was established in 2019, is one of the perfume brands that is currently going viral Fitria et al., (2024). But besides Mykonos, there are several other local perfume brands that are on the rise and such as Octarine, Kahf, Scentplus etc. Based on data from Goodstats.id, (2024). Here is information about the top 10 best-selling local perfume brands on E-Commerce from May to July 2024.

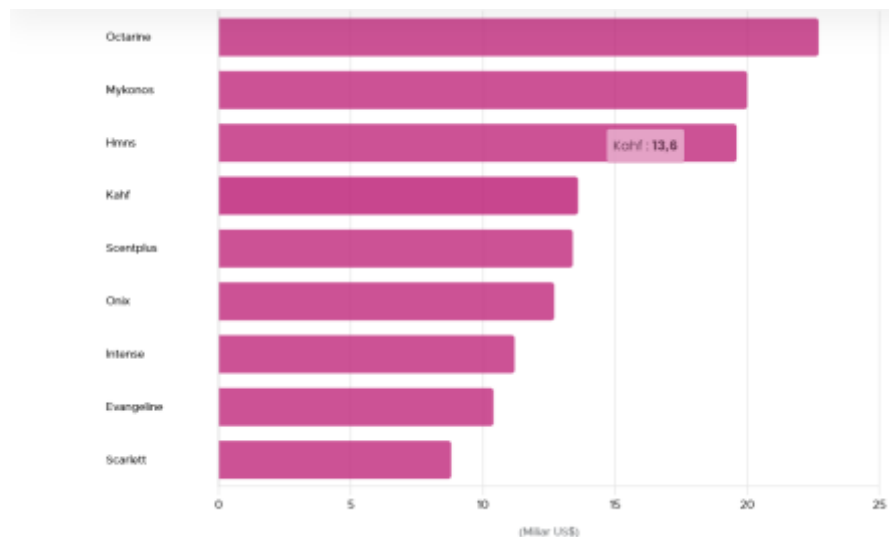


Figure 1. top selling parfume brands

Sumber: Goodstats.id

Based on "Figure above 1.0 top best-selling local perfume brands in E-Commerce May - July 2024", Mykonos perfume has managed to maintain its position as one of the best-selling local perfumes in Indonesia. In addition, Mykonos also showed an increase supported by the right marketing strategy, including promotion through Tiktok Live and collaboration with influencers. The brand also seeks to educate consumers by offering product information to attract purchase interest (Ramadani et al., 2023).

Word of mouth or WOM affects purchase intention. WOM has changed to Electronic Word of Mouth in the digital age along with the rapid use of social media, with the main difference being the medium of delivery. Traditional WOM is oral and face-to-face, while E-WOM takes place on various internet platforms Ismagilova et al., (2020). In addition, these e-wom (Electronic Word Of Mouth) conversations can occur on social media through comment sections. E-WOM is communication that conveys the advantages or experience of buying

a product. This is supported by research Anggi Muninggar et al., (2022), Layly & Rafida, (2023), Wardhana et al., (2021). This shows that E-WOM has a significant positive impact on customer purchase intention. What someone writes electronically can influence someone to buy a product. But this is not the case with Putri, syafira nuri, (2024), has no effect on purchase intention.

An influencer is a famous person with a large following who can be influenced by their words to affect the actions of their followers. Companies use influencers as a marketing tool to promote their products on social media Suryati et al., (2024). Setiawan Ade, besides being known as a game streamer, he also often shares perfume reviews that make it easy for people to explore various types of fragrances. Setiawan ade's love for perfume is also one of the reasons behind the collaboration with Mykonos perfume products, which has been presenting quality perfumes since 2019. He also often reviews foreign and local perfumes during live streaming Kompasiana, (2025). This is supported by research Putri, syafira nuri, (2024), Suryati et al., (2024), Taruna, (2020). which concluded that Influencer Credibility shows a positive and significant effect. But this is not case with Wibowo & Heryjanto, (2020), Koesuma, (2022) credibility has no impact on purchase intention.

In addition to E-WOM and influencer credibility, brand image influences the desire to purchase goods because according to Cahyaningtyas, (2024) brand image is an important element that can influence and increase customer buying interest. The role of brand image is very strategic, because it can not only maintain buying interest, but also has the potential to increase it. Fahri azis et al., (2024) states that brand image is an image built by customers related to the brand, consumers form their views based on the experience and information they get about the brand. The study conducted by Khan et al., (2023) identified brand image serves as a bridge that influences purchase intention resulting from E-WOM. Research conducted by Saima & Khan, (2020) shows that brand image is able to mediate between influencer credibility on purchase intention.

This study develops the study of Fadzri Kusuma & Wijaya, (2022), the novelty of this research is to add the influencer credibility variable Rizki iputa sari, (2024). The objective is to examine how influencer credibility and electronic word-of-mouth (E-WOM) affect consumers' desire to purchase Mykonos perfume, with brand image serving as a mediating factor. Seeing this phenomenon, whether the variables studied have an influence on buying interest in Mykonos perfume. Seeing this phenomenon, it is important to re-evaluate whether the variables studied have an influence on buying interest. This is what motivates researchers to examine E-WOM, infliencer credibility on buying interest in Mykonos perfume with brand image as mediation.

## LITERATURE REVIEW

### *Theory of Planned Behavior*

perceived behavior as the basis for the beliefs underlying the behavior. While there is substantial empirical support for the linkages between behavioral beliefs and attitudes, normative beliefs and subjective norms, as well as behavioral control beliefs, there is also substantial empirical support for the linkages between behavioral beliefs and attitudes Ajzen, (1991). Theory of

planned behavior found that an increase in the opportunity to carry out the purchase behavior is proportional to the increase in intention. In the context of influence marketing, previous research shows that customers' attitudes towards a particular brand directly influence their purchase intentions Pradhan et al., (2016).

### ***Purchase Intention***

According to Kotler, (2016) purchase intention is a measure of how likely customers are to buy certain goods or services, as well as how likely they are to switch from one brand to another. The urge to make a purchase will increase if the benefits obtained outweigh the sacrifices required. Kotler, (2016) Once the process of evaluating alternatives is complete, the interest to buy arises. During the evaluation process, a person will choose various products based on brand and interest. How likely customers are to buy certain goods and services or switch from one brand to another is referred to as purchase intention. If the urge to buy is greater than the sacrifice to get it then, the urge to buy will increase.

### ***Electronic Word of Mouth***

Viral marketing is a type of word-of-mouth advertising where customers share information about goods or services with other customers through online media. Social media allows marketing messages about a business, brand, or product to travel rapidly, known as viral marketing Putri, syafira nuri, (2024). According to Akdim, (2021) Electronic Word Of Mouth (E-WOM), a form of social communication emerged along with technological advances, where consumers seek and share information with each other. As a credible source of information, E-WOM provides reliable details about previous customers. Consumers tend to rely heavily on reviews from fellow consumers, especially when purchasing products that require high involvement. Based on Goyette et al., (2010) the indicators of Electronic Word Of Mouth are:

1. Intensity, 2. Valence of Opinion, 3. Content

### ***Influencer credibility***

An influencer is an individual or public figure on social media who has a large following and can influence the behavior of their followers Tiara Putri et al., (2023). Most studies attribute influencer factors, such as source credibility to the success of internet celebrity marketing (Sokolova & Kefi, (2020). According to Suryati et al., (2024) influencer credibility is influenced by three factors, namely attractiveness, expertise and trustworthiness.

### ***Brand Image***

According to Kotler, (2009), brand image is defined as the perception that customers have when they first know or try a product. According to Schiffman, (2010), consumer behavior towards brand image to make purchases, because brand image is a long-term understanding formed from experience. Based on Alwen Cleavelano & Winda Evyanto, (2024), brand image indicators include several components:

1. Company image
2. Consumer Image
3. Product Image

### ***Hypothesis***

#### ***Effect of Electronic Word of Mouth on Purchase Intention***

Referring to Aliyya Salsabila, (2024) electronic word of mouth, marketing uses the internet to utilize word of mouth effects to support marketing efforts and goals. This applies to everyone who actively uses social media as a source of information. Consumers tend to find out more about a particular product before buying it. Tarigan & Gunawan, (2024) EWOM aims to provide various information, influence people's opinions, influence purchasing decisions, and recommend products based on their own experiences. The positive effect of EWOM on purchase intention is supported by previous studies Ahmad Tajuddin et al., (2020), Layly & Rafida, (2023). Based on the explanation above, the first hypothesis is:

H1: Electronic Word Of Mouth has a positive effect on Purchase Intention

#### ***The Effect of Influencer Credibility on Purchase Intention***

According to Sokolova & Kefi, (2020), influencers who are trustworthy, experienced honest and considered experts can influence their audience towards purchase intention. An influencer can rate items that customers will appreciate, thus encouraging them to purchase the item Feliesa Putri et al., (2023). Support for the positive influence of influencer credibility on purchase intention comes from studies conducted by Putri, syafira nuri, (2024), Suryati et al., (2024) and Taruna, (2020). Based on the description above, the second hypothesis:

H2: Influencer credibility has a positive effect on purchase intention

#### ***The Influence of Brand Image on Buying Interest***

According to Hardiansyah, (2024) states that EWOM is a way to communicate with consumers after making a purchase by sharing stories about how they used or bought a product. This is directly a consumer campaign to encourage other consumers to buy the product. In communication, positive content will increase brand reputation, while negative content will decrease it. The positive effect of EWOM on brand image is supported by research conducted by Saraswati & Giantari, (2022), Solihin & Ahyani, (2022) based on the description that has been submitted, the fourth hypothesis that can be formulated is:

H4: E-WOM has a Positive Effect On Brand Image

#### ***Influencer Credibility Affects Brand Image***

According to Amelia & Wajdi, (2024) Influencer as a marketing method is very popular in the current internet era to promote brands or products. Influencers can increase brand awareness, form a closer correlation to consumers, build a better brand image. The positive influence of Influencer Credibility on Brand Image is supported by Cahyadiningrum & Rahardjo,

(2023), Tasya & Tamburian, (2022) mentioning that Influencer Credibility has a positive impact on Brand Image. Based on the explanation above, the fifth hypothesis is:

H5: Influencer credibility has a positive effect on Brand Image

#### *The Mediating Role of Brand Image on the Effect of Electronic Word of Mouth on Purchase Intention*

According to Abadi & Fitri, (2023) Stating that brand image is a crucial asset for the company because it functions as a catalyst to trigger buying interest. Brand image itself is defined as the perception formed in the minds of consumers, including positive and negative associations with a brand. Positive consumer EWOM assessments of the commodity result in a better product image, which in turn results in increased purchase intention. Supported by research conducted by Paranita & Salsabila, (2020), Nabil & Dwiridotjahjono, (2024) and Dewi et al., (2021) show that electronic word of mouth (EWOM) has a positive influence on purchase intention, with brand image functioning as a mediating variable. Based on the explanation, the sixth hypothesis is:

H6: Brand image mediates Electronic Word Of Mouth on Purchase Intention

#### *The Mediating Role of Brand Image on the Influence of Influencer Credibility on Purchase Intention*

According to Hasyim & Midrorun, (2024) in the marketing process, the presence of influencers aims to build psychological bonds with their followers in the long term. In the Company's efforts to maintain good relationships with customers, the presence of influencers helps the Company attract and maintain the attention of its followers and direct them to the products they want to buy. Research conducted by Tamara et al., (2021), Annisa & Yusran, (2022) and Nugroho et al., (2022). Mentioning Influencer Credibility has a positive impact on purchase intention, with brand image acting as a mediating variable. Based on the explanation, the seventh hypothesis in this study is:

H7: Brand image mediates Influencer Credibility on Purchase Intention

#### *Theoretical Framework*

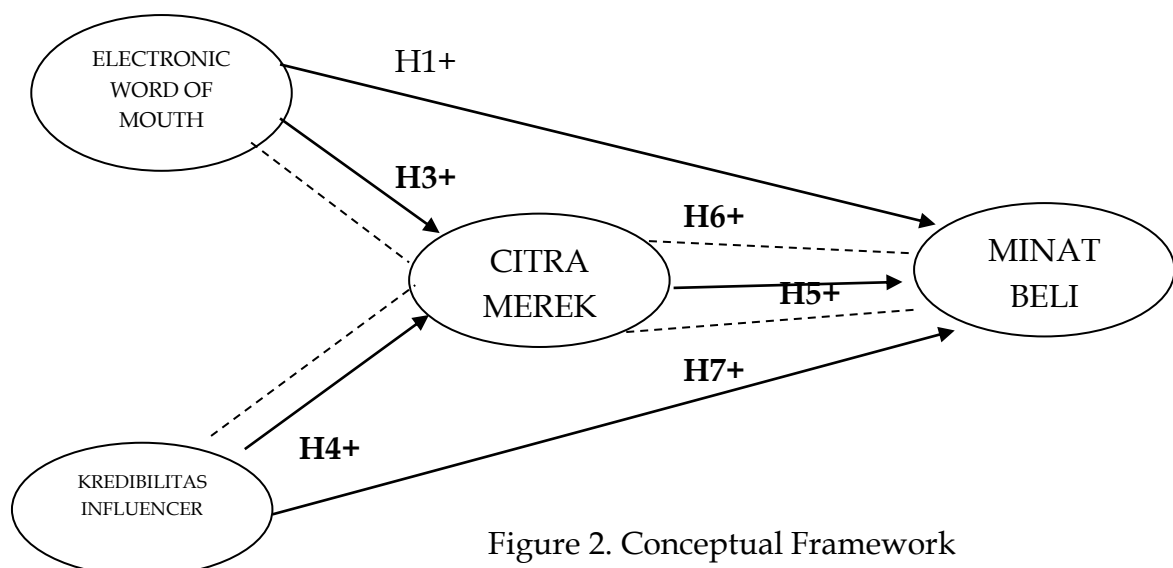


Figure 2. Conceptual Framework

## METHODOLOGY

This research is a quantitative study that applies mediation or intervening analysis methods, using Smart-PLS software for data analysis. This study examined the population of Unsoed, Ump and Uin students. This study uses Sugiyono's purposive sampling method, Sugiyono, (2015), which is used for sampling. According to Sugiyono, (2019), purposive sampling is a method for determining samples using certain methods. Sampling is based on the assessment or criteria that have been compiled by the researcher. The sample criteria in this study are Mykonos perfume users and Ade setiawan followers on social media. Based on these criteria, the number of samples obtained was 190 samples. This study adopts the Structural Equation Modeling (SEM) approach by analyzing Partial Least Squares (PLS) through Smart-PLS software Joseph F. Hair, (2021). The analysis carried out includes defining the inner model, which assesses the association between latent variables in line with the suggested hypothesis, and the outer model, which maps the relationship between latent constructs and their corresponding indicators. This study looks at a number of characteristics, including brand image, purchase intention, influencer credibility, and electronic word-of-mouth.

## RESEARCH RESULT

Table 1. Respondents

Category	Frekuensi	%
<b>Gender</b>		
Male	75	39.47%
Female	115	60.53%
<b>Universiy</b>	84	
UNSOED	73	44,21%
UMP	33	38,42%
UIN		17,37%
<b>Income</b>		
< Rp. 1.000.000	37	19,47%
Rp. 1.000.000 - 2.500.000	113	59,47%
> Rp. 2.500.000	40	21,05%

This study involved 190 respondents, dominated by 115 women (60.53%), and 75 men (39.47%). The majority were Unsoed students (44.21%) followed by UMP (38.42%). Based on knowledge about Mykonos perfume, 183 people (96.32%) know the perfume, then 190 people (96.45%) are interested in buying Mykonos perfume. Most students have an income / pocket money of IDR 1,000,000 - IDR 2,500,000 (57.4%).

### *Measurement Model Evaluation*

Model evaluation includes testing convergent validity, reliability, discriminant validity. Table 2 summarizes the measurement results of convergent validity and reliability. Meanwhile, tables 3 and 4 summarize the

results of the Fornell-larcker and cross-loading tests for discriminant validity. A technique for evaluating discriminant validity – which indicates how much a construct differs from other constructs in the model – is the Fornell-Larcker criterion. If the average value is met, this requirement is satisfied.

**Outer Loadings**

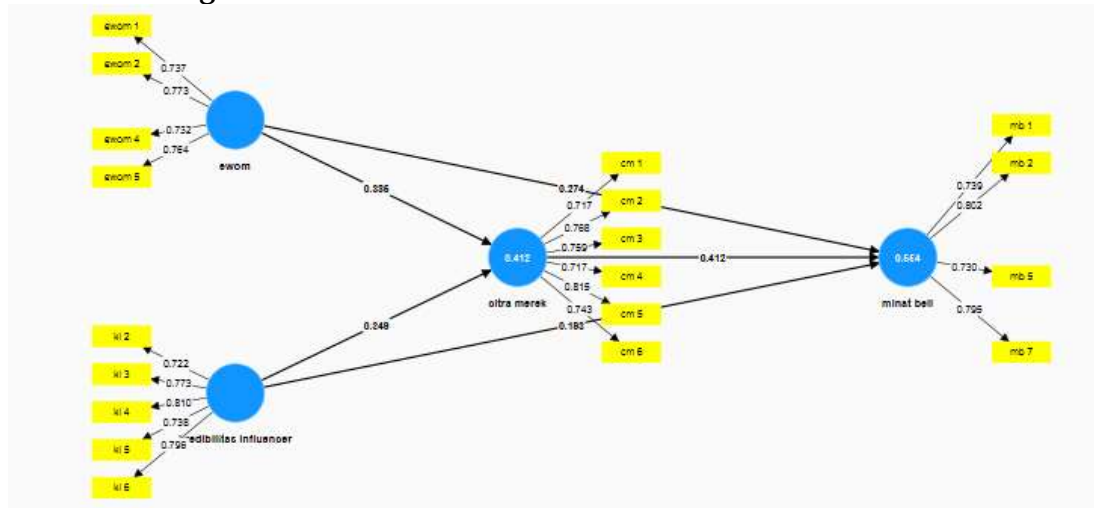


Figure 3. Outer Calculation Results  
Source: Results of data processing pls (2025)

Based on the results of the outer loading analysis, there are several indicators with a value of less than 0.7. These indicators, namely the variables ewom 3, ewom 6, ki 1, mb 3, mb 4, mb 6, and mb 8 were removed from the model because they did not meet the convergent validity criteria. After deletion, all remaining indicators show an outer loading value > 0.7 which indicates that the indicator is valid in representing the measured construct.

**Validates Discriminant**

Table 2. Validates Discriminant

	CM	EWOM	KI	MB
CM				
EWOM	0,714			
KI	0,659	0,677		
MB	0,832	0,804	0,708	

Discriminant validity in this study was assessed using the Heterotrait-Monotrait ratio (HTMT) matrix. Based on the Fornell-Larcker criteria, discriminant validity is met if the Average Variance Extracted (AVE) value meets certain conditions. The test results show that all variables are declared valid and reliable, because the Average Variance Extracted (AVE) value  $\geq 0.50$ , Composite Reliability (CR)  $\geq 0.70$ , and Cronbach's Alpha  $\geq 0.70$  (Purwanto et al., 2019).

**Construct Validity and Reliability**

The validity and reliability test results in table 2 are considered valid if the composite reliability (CR) is at least 0.70, Cronbach's alpha  $\geq$  0.70, and the average value extracted (AVE)  $\geq$  0.50 Hair, (2022). The test results show that all variables are valid and reliable, because the average variance extracted (AVE) value  $\geq$  0.50, Composite Reliability  $\geq$  0.70, and Cronbach's Alpha  $\geq$  0.70.

Table 3. Construct Validity and Reliability

	Cronbach's Alpha	rho_A	CR	AVE
EWOM	0.848	0.849	0.887	0.568
KI	0.743	0.744	0.838	0.565
CM	0.826	0.829	0.878	0.591
MB	0.766	0.769	0.851	0.588

Source: Results of PLS data processing (2025)

**R-square Test**

Table 4. R Square Test

	R-Square	R-Square Adjusted
CM	0.412	0.406
MB	0.554	0.547

Source: PLS data processing results (2025)

Based on the analysis results, an R-square value of 0.412 was obtained for the Brand Image (CM) variable, which indicates that 41.2% of the variation in CM is explained by the independent variables of the model. As for the Purchase Intention (MB) variable, the R-square value is 0.554, which means that 55.4% of changes in MB are influenced by the predictor variables in this model. The remaining 58.8% for CM and 44.6% for MB are influenced by other aspects that are not included in the model. Referring to the range of 0.33 to 0.67, it is included in the moderate category, so this model can be said to have sufficient explanatory ability.

**Hypothesis Test Results**

Based on the results of hypothesis testing utilizing Partial Least Square (PLS), obtained:

Table 5. Hypothesis Test Results

Hypothesis	Path	Path Coefficients ( $\beta$ )	T Statistic	P Values	Conclusion
EWOM $\rightarrow$ MB	H1	0.274	3.665	0.000	Accepted
KI $\rightarrow$ MB	H2	0.193	2.680	0.000	Accepted
CM $\rightarrow$ MB	H3	0.412	4.911	0.000	Accepted
EWOM $\rightarrow$ CM	H4	0.385	4.337	0.000	Accepted
KI $\rightarrow$ CM	H5	0.349	4.826	0.004	Accepted
EWOM $\rightarrow$ CM $\rightarrow$ MB	H6	0.158	3.060	0.001	Accepted
KI $\rightarrow$ CM $\rightarrow$ MB	H7	0.144	3.566	0.000	Accepted

Source: PLS data processing results (2025)

Based on hypothesis testing utilizing Partial Least square (pls) presented in table 4, all variables show a positive relationship direction. Hypothesis results will be accepted if the P-values  $<$  (0.05) and T-statistic  $>$  (1.66). The results of the hypothesis analysis, Electronic Word Of Mouth positively and significantly affects purchase intention (H1 accepted), with a T-statistic value of 3.665 and P-values of 0.000. Likewise, Influencer Credibility positively and significantly affects purchase intention (H2 accepted), indicated by a T-statistic of 2.680 and P-values of 0.000. Brand image is also shown to significantly positively influence purchase intention (H3 accepted), having the highest T-statistic of 4.911 and P-values of 0.000. In addition, E-WOM has a significant positive effect on brand image (H4 accepted), T-statistic 4.337 as well as P-values 0.000. Influencer credibility also shows a significant positive impact on brand image (H5 accepted), T-statistic 4.826 and P-values 0.004. The most significant finding of this research is the revelation of the mediating role of brand image in the correlation of E-WOM as well as Influencer Credibility on purchase intention. It shows that the influence of E-WOM and Influencer Credibility on purchase intention does not just take place directly, but through the formation of brand image first as a strong mechanism. Brand image acts as a mediator of the correlation between E-WOM and purchase intention. (H6 is accepted), indicated by a T-statistic of 3.060 and P-values of 0.001. This means that positive reviews and discussions on the internet (E-WOM) build a positive image of Mykonos in the minds of consumers, and this strong brand image is the main driver of purchase intention. In addition, brand image also mediates the relationship between Influencer Credibility and purchase intention (H7 accepted), with a T-statistic of 3.566 and P-values of 0.000. recommendations from credible influencers help build and strengthen Mykonos' brand image, which in turn effectively increases consumers' purchase intention. These two mediation paths suggest that brand image is a crucial bridge, and marketing strategies that focus on spreading E-WOM or using influencers without the goal of building a solid brand image will be less effective.

## **DISCUSSION**

According to the Theory of Planned activity (TPB), attitudes, subjective standards, and perceived behavioral control all have an impact on a person's intention to carry out an activity (purchase intention). In this situation, E-WOM and Influencer Credibility have the power to shape subjective standards and create a favorable attitude toward the company.

### ***The Effect of Electronic Word of Mouth on Purchase Intention (H1)***

The study's findings demonstrate that E-WOM significantly and favorably affects consumers' intentions to buy Mykonos perfume. According to this research, communication and disseminated evaluations on digital platforms like social media or review websites, are strong driving factors for consumers in making decisions. In today's digital era, consumers tend to actively seek information and trust other users' experiences more before making a purchase. Positive reviews, discussions in comment sections, and electronic word-of-mouth recommendations are successful in building confidence and driving purchase intent. These results are in line with previous studies conducted by Ahmad Tajuddin et al., (2020) and Layly & Rafida, (2023). TPB states that a person's attitude, A person's intention to engage in an activity is influenced by perceived behavioral control and subjective norms (purchase intention). E-WOM can shape consumers' positive attitudes towards a product or brand through reviews and recommendations, increasing their purchase intention.

### ***Influencer Credibility on Purchase Intention (H2)***

Purchase intention is significantly positively impacted by influencer credibility, according to research.. Influencers who are considered credible have expertise, trustworthiness, and attractiveness to convince their followers to consider and ultimately intend to buy the recommended product. In the context of Mykonos perfume, collaboration with influencers such as Setiawan Ade, who is known to have interest and knowledge in perfume, has proven effective. His followers perceived his reviews as authentic and reliable recommendations, thus directly increasing their purchase intention. These findings support studies by Sokolova & Kefi, (2020), Putri, syafira nuri, (2024), and Suryati et al., (2024) which confirmed the crucial role of Influencer Credibility in influencing consumer purchase intention.

### ***Effect of Brand Image on Purchase Intention (H3)***

The analysis's findings indicate that purchase intention is most significantly and favorably impacted by brand image. This confirms that the perceptions and impressions that customers have of the brand greatly influence their decision to buy is the main determining factor in purchase intention. Mykonos, which has successfully positioned itself as a quality local perfume brand with luxury packaging, has built a strong brand image. When the image is positive, consumers feel more confident about the quality of the product, reduce the risk of uncertainty, and ultimately raise their expectations in buying. These results are consistent with the studies of Alwen Cleavelano & Winda

Evyanto, (2024), Cahyaningtyas, (2024). Consumer attitudes towards brands can be influenced by brand image, according to Theory of Planned Behavior (TPB). Consumers who have a good brand image can increase their purchase intention and reduce risk perception, which in turn increases purchase intention.

#### ***The Effect of Electronic Word Of Mouth on Brand Image (H4)***

Research proves that E-WOM has a positive effect on brand image. Positive E-WOM communication serves as a mass testimonial that shapes public perceptions that Mykonos is a reliable and quality brand. This finding supports previous research Saraswati & Giantari, (2022) and Solihin & Ahyani, (2022).

#### ***Influencer Credibility on Brand Image (H5)***

This study proves that influencer credibility significantly has a positive effect on brand image. When a credible influencer associates himself with Mykonos, The brand benefits from the influencer's favorable reputation, strengthening the perception of the brand as a premium and trusted product. This finding supports previous research Cahyadiningrum & Rahardjo, (2023) and (Tasya & Tamburian, 2022).

#### ***Mediating Role of Brand Image: Electronic Word Of Mouth → Brand Image → Purchase Intention (H6)***

The most significant finding of this study is the proven mediating role of brand image in the relationship between E-WOM and purchase intention. This means that the effect of E-WOM on purchase intention does not only occur directly. A stronger mechanism is through the formation of a brand image first. Positive reviews and discussions on the internet (E-WOM) do not necessarily make consumers buy, but rather build a positive image of Mykonos in their minds. This strong brand image is then the main driver of purchase intention. This result is in line with Abadi & Fitri, (2023) and Dewi et al., (2021) who found the mediating role of brand image on the influence of E-WOM. With brand image functioning as a mediating variable, purchase intention is enhanced by electronic word of mouth (E-WOM). According to the Theory of Planned Behavior (TPB), E-WOM influences consumer attitudes towards brands; a good brand image increases consumer confidence in products reviewed through E-WOM, increasing purchase intention.

#### ***Influencer Credibility → Brand Image → Purchase Intention (H7)***

The study's most important finding is that brand image has been shown to play a moderating function in the interaction between influencers and purchase intention. This means that the influence of influencers on purchase intention does not simply occur directly. A stronger mechanism is through the formation of a brand image first. Recommendations from credible influencers help build and strengthen Mykonos' brand image. Furthermore, it is the positive brand image that effectively increases consumers' purchase intention. These two mediation paths show that brand image is a crucial bridge. Marketing strategies that focus solely on spreading E-WOM or using

influencers without the goal of building a solid brand image will be less effective. This result is in line with Tamara et al., (2021) and Annisa & Yusran, (2022) on the influence of influencers.

## CONCLUSIONS AND RECOMMENDATIONS

According to the study's findings, influencer credibility and electronic word-of-mouth had a major impact on consumers' intentions to buy Mykonos perfume, with brand image acting as a key mediating factor., confirming that Mykonos' marketing strategy should be focused on strengthening brand image through EWOM management and influencer collaboration to drive consumer purchase intention. Future research is expected to develop this model by adding other variables.

## ADVANCED RESEARCH

The study has several limitations, including sample generalization, the research population is limited to students from three universities (Unsoed, UMP, and UIN). As a result, the results may not be fully representative for a broader segment of Mykonos perfume consumers, including in terms of age, profession, and geographical location. In addition to this, the quantitative approach with questionnaires used in this study, although able to measure relationships between variables, lacks depth in understanding the reasons or motivations behind respondents' answers. For future research, it is recommended to expand the scope of the population and sample to be more diverse. In addition, it is also important to add other variables such as price, lifestyle and so on to improve future research.

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