

## THROUGH BRAND IMAGE, PRICE PERCEPTION, AND *WORD OF MOUTH* ON THE DECISION TO PURCHASE SYIFA POTATO DONUTS

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### Abstract

This study aims to analyze the influence of Brand Image, Price Perception, and *Word of Mouth* (WOM) on purchasing decisions of Syifa Potato Donuts in Tebing Tinggi, North Sumatra, amidst tight culinary competition. Using a quantitative approach with SmartPLS analysis on 96 consumer respondents through a Likert scale questionnaire, the results show that partially the three variables have no significant effect (t-statistic <1.96), but simultaneously have a positive and significant effect (F-count 10.2469 > F-table 3.09) with a contribution of 51.5% (R-square 0.515). The conclusion emphasizes an integrated strategy of the three factors to build competitive advantage.

**Keywords :** *Brand Image; Syifa Potato Donuts; Purchasing Decision; Price Perception; Word of Mouth.*

### INTRODUCTION

The culinary industry in Indonesia is experiencing rapid growth, including the snack and bakery products industry (Lince et al. 2024). Various types of food businesses have emerged, each offering unique features and advantages. To attract customers, one food business that is growing rapidly is the donut business, which has undergone numerous innovations to meet increasingly varied customer tastes and preferences. Donuts are a popular food among Indonesians.

Since 1968, donuts have become a popular and convenient fast-food option for busy people. This is evident in the rapid growth of donut businesses in Indonesia. Donuts are a plant-based product rich in carbohydrates and have high nutritional value. Donut components consist of flour, sugar, yeast, powdered milk, margarine, eggs, and water (Putra et al. 2026). Furthermore, donuts are also topped with various flavors and toppings to enhance their deliciousness. With current market developments, the donut-making business is attractive to pursue, and donuts are typically made from wheat flour with the addition of potatoes. This aligns with Indonesia's abundant agricultural resources, such as potatoes and tubers. Potatoes can be a staple food because they contain carbohydrates. In Indonesia, potatoes are still considered a vegetable.

In Tebing Tinggi City, North Sumatra, the culinary industry has also experienced significant growth along with increasing purchasing power. One business that has successfully positioned itself in the city's competitive business environment is Syifa Potato Donuts. Syifa Potato Donuts is a business that focuses on potato-based donuts, which are increasingly popular among consumers due to their soft texture and distinctive taste. In the context of Syifa Potato Donuts, consumer purchasing decisions can be measured by brand image, price perception, and marketing communications (WOM). According to Haque (2020), the purchasing decision is one of the stages in the purchasing decision process before post-purchase behavior. In entering the purchasing decision stage, consumers are faced with several alternative choices, so at this stage, consumers will take action to decide to purchase a product based on their chosen choice. Purchasing decisions need to be analyzed in depth to find out the factors that influence them, as many factors can influence them. These factors can be used as considerations for entrepreneurs to improve purchasing decisions to achieve business targets.

Table 1. Syifa Potato Donut Sales Data

Month	Boxes Sold / Month	Income Rp.
July 2025	28,520 boxes	Rp.513,360,000
August 2025	31,000 boxes	Rp.558,000,000
September 2025	26,700 boxes	Rp.480,600,000
October 2025	30,380 boxes	Rp.546,840,000
November 2025	23,400 boxes	Rp.421,200,000
December 2025	36,580 boxes	Rp.658,440,000

Source: Syifa Potato Donuts 2025

Based on Syifa Potato Donuts sales data from July to December 2025, there was a significant fluctuation in sales from month to month. In July 2025, sales volume was recorded at 28,520 boxes with revenue of Rp513,360,000. Furthermore, in August 2025, sales increased to 31,000 boxes with revenue of Rp558,000,000. This increase indicates that during that period Syifa Potato Donuts was still able to maintain consumer interest even though new competitors began to emerge in the market. However, in September 2025, there was a sharp decline in sales to 26,700 boxes with revenue of Rp480,600,000. This decline indicates a shift in consumer behavior influenced by the *fear of missing out* (FOMO) phenomenon (Ni Putu Putri Karuni, Ni Putu Eka Cahyani1 2023) , where consumers are encouraged to try new potato donut brands that appear around the business location with relatively the same price. This situation caused some Syifa Potato Donut consumers to temporarily switch to trying competing products to follow the growing trend. In October 2025, sales increased again to 30,380 boxes with revenue of Rp546,840,000. This increase indicates that some consumers began to make purchases again after comparing the product quality, taste, and consumption experience between Syifa Potato Donuts and the new emerging brand. However, in November 2025, sales decreased again to 23,400 boxes with revenue of Rp421,200,000. This decrease was caused by the increasingly strong FOMO effect among consumers, which was reinforced by aggressive promotional and marketing activities from the new potato donut brand. Entering December 2025, sales of Syifa Potato Donuts increased significantly to 36,580 boxes with revenue of Rp658,440,000. This increase was influenced by the decreasing effect of consumer FOMO and increased trust in the brand that was already well-known. In addition, consumption needs at the end of the year also contributed to the increase in demand. Overall, fluctuations in Syifa Potato Donut sales are influenced by the dynamics of business competition and consumer behavior that tends to follow trends, especially in responding to the emergence of new potato donut brands with equivalent prices.

*brand image* is established as a quality, affordable, and consistent local culinary brand, thus remaining in demand despite having numerous branches in various cities. This image is supported by the distinctive taste of potato donuts with a soft texture and a variety of toppings that suit the tastes of the wider community. Affordable prices are a key advantage because they make the product easily accessible to various consumer segments, resulting in relatively stable purchase levels at each branch. Furthermore, Syifa Potato Donuts has a close relationship with consumers because it developed from a local business that became widely known, reinforced by word of mouth recommendations. The consistent quality of taste and service at each branch also maintains customer trust, allowing the brand to remain popular despite increasingly fierce competition in the donut business. This aligns with research by Mega et al. (2023) that defines a brand as a sign in the form of an image, name, word, letter, number, color scheme, or combination of these elements that has distinguishing power and is used in the trade of goods or services. And in research (Marlius 2022) it was also stated that Brand Image has a positive and significant influence on purchasing decisions .

Syifa Potato Donuts too perceived as having affordable prices and in line with consumer purchasing power. Price factors also play a role in influencing purchasing decisions. From a consumer behavior perspective, price is an external factor that plays a role in shaping a person's tendencies when deciding which product or service to use. Most consumers typically choose a product of good quality at a price they perceive as affordable (Jaya and Sarah 2025) . The price set is considered reasonable, making it easily accepted by various groups. Both for individual and bulk purchases. Consumers see the price of Syifa Potato Donuts as a reasonable price. This makes this product suitable for regular consumption. This perceived friendly price makes Syifa Potato Donuts economical and a practical choice without the need for significant cost considerations. Therefore, price perception is believed to be a determining factor in purchasing decisions. like research conducted by (Gunarsih, Kalangi, and Tamengkel 2021) where price has a significant influence on purchasing decisions .

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From the explanation above, it can be concluded that Brand Image, Price Perception, and WOM can influence consumer purchasing decisions. In Tebing Tinggi itself, there are many donut culinary businesses with different brands, each running its own promotions at different prices. Syifa Potato Donuts, in its marketing communications, focuses solely on consumers. Despite having social media accounts for promotion, its utilization is still minimal. Therefore, the potential for increasing WOM through posts that engage the audience has not been fully explored. This aligns with research conducted by Rahayu and Edward (2021), who included *word of mouth* as a variable in their study, which showed that personal recommendations via *word of mouth* have a positive and significant effect on purchasing decisions. *The word of mouth variable* has a significant influence and falls into the category of "moderately influencing" purchasing decisions. So the urgency of this research is to know and analyze Competitive Advantage Through Brand Image, Price Perception, and WOM (*Word of Mouth*) on Purchasing Decisions, both partially and simultaneously, at Syifa Tebing Tinggi Potato Donuts.

### LITERATURE REVIEW

#### Buying decision

(Aini and Zagladi 2025) defines purchasing decisions as the flow consumers go through when deciding on a product or service from a variety of available options. The decision-making process involves the interaction of internal factors, namely motivation, perception, attitude, and external factors, namely social and cultural. According to (Satria 2023), the indicators used to measure purchasing decisions are as follows: (1) Needs and desires for a product, (2) Desire to try, (3) Consistency of product quality, (4) Repurchase decisions.

#### Brand Image

According to (Huda 2020) *Brand Image* is a collection of beliefs, ideas, impressions, and perceptions of a person, a community, or society about a brand. Consumers view brand image as the most important part of a product, because brand image reflects a product. In other words, brand image is one of the important elements that can encourage consumers to buy a product. The better the brand image attached to the product, the more consumers will be interested in buying the product. Brand image indicators according to (Fasha et al. 2022): (1) Maker Image (Corporate Image), (2) User Image, and (3) Product Image.

#### Price Perception

(Anggraini and Ahmadi 2025) Price perception is the way buyers see and assess an item that can influence their choice to buy. One of the components that influences consumer decisions to purchase certain goods or services is price perception, which is defined as an element that is considered by considering how much money customers spend when they buy goods or services. Price Perception Indicators according to (Anggraeni and Soliha 2020): (1) Price Affordability, (2) Price Comparison with competitors, (3) Suitability with quality, (4) Price Suitability with Benefits, (5) Price according to Consumer Predictions, (6) Set Price Period, (7) Price Fairness, (8) Price Suitability with Brand Image.

#### WOM (Word of Mouth)

(Ariqoh and Tajudien 2025) Word of Mouth is communication between individuals that triggers potential new consumers to make purchases of a product they have heard about from others. When potential consumers already know about the product that has been offered through promotions or have received information. word of mouth information, then potential consumers have the right to make considerations before they make a decision in purchasing. The indicators of WOM according to (Parulian et al. 2026) are: (1) The product described is in accordance with the real situation, (2) Getting product recommendations from friends or other people, (3) Informing positive things about the product to other people without coercion, (4) Recommending the product to other people is one's own opinion.

CONCEPTUAL FRAMEWORK

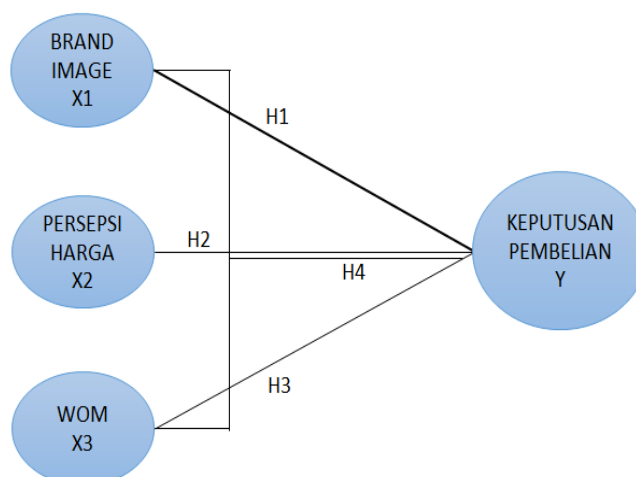


Figure 1 Conceptual Framework

1. Relationship of *Brand Image* to Purchasing Decisions

Consumer purchasing decisions are influenced by brand image. Therefore, brand quality is an important factor in deciding to purchase a product. Potential buyers will consider which brands to consider and then choose. When linked to consumers' desire for product quality, a positive brand image can significantly influence consumers' purchase decisions. This is in line with research conducted by Panimba, Halik, and Sambara (2026) entitled "The Influence of Digital Marketing and Brand Image on Purchasing Decisions for Toraja Woven Fabric (Suchi Collection)," which states that *brand image* has a positive influence on purchasing decisions.

H<sub>1</sub> : *Brand Image* has a positive effect on purchasing decisions .

2. Relationship between price perceptions and purchasing decisions

Price perception plays an important role in influencing purchasing decisions for Syifa potato donuts. For most consumers, price is the main consideration before deciding to buy. Syifa potato donuts are known for their distinctive taste and soft texture, but consumers will still adjust their purchasing decisions to their financial capabilities and perceptions of product value. If the price of the donuts is considered affordable and commensurate with the quality offered, consumer purchasing interest tends to increase. In their study entitled "The Influence of Perceived Product Quality and Price Perception on Purchasing Decisions for You C-1000" (Wildayanti, Halik, and Sambara 2026), this study found that price perception has a positive and significant influence on purchasing decisions.

H<sub>2</sub> : Price perception has a positive effect on purchasing decisions.

3. The Relationship between *WOM* and Purchasing Decisions

Word of Mouth (*WOM*) has a very close relationship with purchasing decisions because *WOM* is a form of communication derived from consumers' real experiences, so it is considered more honest and trustworthy than advertising. In their study entitled "The Role of Word of Mouth in Mediating the Influence of Product Quality on Consumer Purchasing Decisions" (Prananda and Kusumadew 2022) , they stated that *WOM* has a positive and significant influence on purchasing decisions because *WOM* promotions are natural and therefore accepted by the public.

H<sub>3</sub> : *Word of mouth* has a positive influence on purchasing decisions.

4. Simultaneous Relationships Between Variables

Theoretically, *brand image* , price perception , and *word of mouth* are interrelated in shaping purchasing decisions. A positive brand image fosters trust and interest in a product; word of mouth strengthens social perceptions of product quality; while the perception of fair prices increases purchase intentions and consumer satisfaction. These three factors interact to influence consumers' final decision to purchase a product. Thus, the conceptual framework of this study can be explained that *Brand image* (X1), price perception (X2), and *word of mouth brand image* (X3) have a positive effect on purchasing decisions (Y). This relationship illustrates how brand strength, social recommendations, and price assessments become a strategic combination in driving consumer purchasing behavior

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for Syifa Potato Donuts products. In accordance with research conducted by (Bagus et al. 2026) entitled "The Influence of Brand Image, Word of Mouth, And Price Perception on Consumer Decisions to Purchase Kutus-Kutus Oil Products in Denpasar City", overall the results of the study show that brand image, word of mouth, and price perception have an important role in influencing consumer purchasing decisions.

### METHOD

This type of research is quantitative with data that can be examined using the SmartPLS computer program. According to (Sugiyono, Prof. Dr. Setyawami, SH 2019) quantitative research is defined as a research method based on the philosophy of positivism, used to research a specific population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of describing and testing hypotheses. The population in this study is all consumers of Syifa Potato Donuts, the number of which is unknown. The sample taken in this study used the Cochran formula, which obtained 96 respondents. The technique used was *Non-Probability Sampling*. The nature of this research is replication. According to (Sugiyono, Prof. Dr. Setyawami, SH 2019) replication research is a repeat study of previous research that is similar but different with different objects, variables and periods. This research is a replication of the research (Bagus et al. 2026) "The Influence of Brand Image, Word of Mouth, and Price Perception on Consumer Decisions to Purchase Kutus-Kutus Oil Products in Denpasar City".

This study used a questionnaire as a data collection method. A questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to be answered using a scale. Likert. The testing stages carried out in this study are: 1) Measurement Model (Outer Model) is how each variable in the form of an indicator relates to its latent variable. The outer model is used to assess the validity test and reliability test. Outer model analysis is carried out to ensure that the measurements used are suitable for measurement (valid and reliable); 2) Structural Model (Inner model). The structural model or inner model aims to see the correlation or relationship between latent variables in the study through the t-test. Evaluation of the inner model can be seen from several indicators including the coefficient of determination ( $R^2$ ), Predictive Relevance ( $Q^2$ ) and Goodness of Fit Model (GoF); 3) Hypothesis Testing: After obtaining the regression equation, it is necessary to conduct a hypothesis test to determine whether the regression coefficient obtained is significant, then the hypothesis test is carried out. 4) Simultaneous test (F test) is a test conducted to determine whether all independent variables together (simultaneously) have a significant effect on the dependent variable in a regression model.

### RESULTS AND DISCUSSION

#### Respondent Characteristics

After the questionnaire was tested for validity and reliability as a research instrument, it was distributed to all respondents. However, of the total number of questionnaires distributed, only 96 met the requirements for analysis. Data on respondent characteristics obtained from the questionnaire can be seen in Table 2 below:

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**Table 2. Respondent Characteristics**

Respondent Demographics	Respondent Characteristics	Respondents	Percentage (%)
Gender	Man	21	21.9%
	Woman	75	78.1%
Range Age	< 20 Years	36	37.5%
	21 – 30 Years	55	57.3%
	31 – 40 Years	1	1.0%
	>41 Years	4	4.2%
Work	Government employees	2	2.1%
	Private sector employee	35	36.5%
	Businessman	5	8.5%
	Students	28	47.5%
	Students	6	10.2%
	Other	20	33.9%
Income	< Rp. 2,000,000	29	30%
	Rp. 2,000,000-Rp. 4,000,000	12	13%
	>Rp. 4,000,000	4	4%
	Other	51	53%

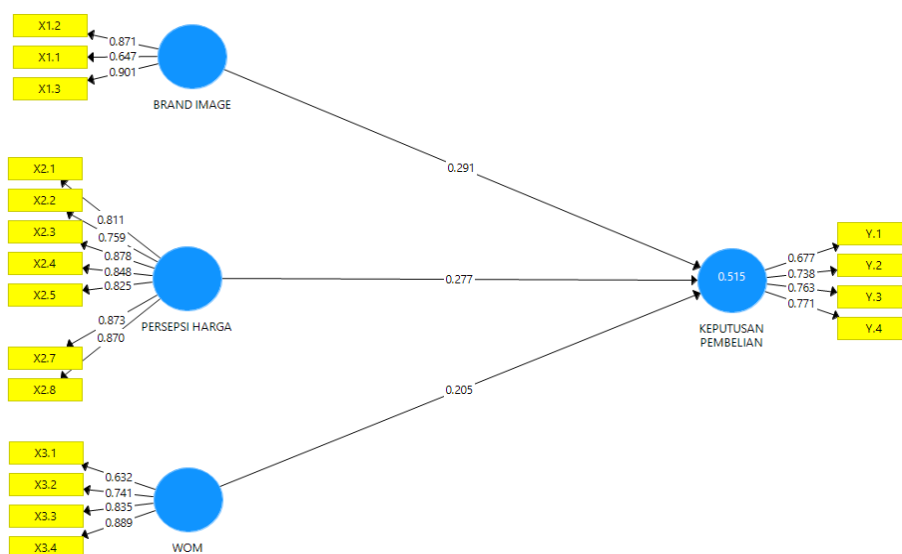
Source: Processed data, 2026

Respondent characteristics based on age show that the most dominant age group is 21 to 30 years old, with 55 respondents (57.3%). The majority of respondents by gender are female, with 75 respondents (78.1%). Based on occupation, the largest number of respondents are private employees, at 35 (36.5%). Regarding income, other categories dominate, with 51 respondents (53%).

**A. DISCUSSION**

***Outer Model Testing (Measurement Model)***

Based on the image and the loading factor calculation results, it can be seen that item X2.6 has a loading factor value below 0.7, so this item must be removed from the model and retested. The results of the image after the items with loading factors below 0.7 are removed are as follows:



**Figure**

2 Outer Model

Convergent Validity Test

Table 3.  
Results of Instrument Validity Test Using *Loading Factor*

Source: Data Analysis Using *SmartPLS*

	BRAND IMAGE	BUYING DECISION	PRICE PERCEPTION	WOM
X1.1	0.647			
X1.2	0.871			
X1.3	0.901			
X2.1			0.811	
X2.2			0.759	
X2.3			0.878	
X2.4			0.848	
X2.5			0.825	
X2.7			0.873	
X2.8			0.870	
X3.1				0.632
X3.2				0.741
X3.3				0.835
X3.4				0.889
Y.1		0.677		
Y.2		0.738		
Y.3		0.763		
Y.4		0.771		

Source: Processed Primary Data (2026)

Based on Table 2 above, it can be seen that all *loading factor values* have exceeded the 0.6 limit, thus concluding that each indicator in this study is valid. Therefore, these indicators can be used to measure the research variables.

Discriminant Validity

Table 4.  
Results of Instrument Validity Test Using *Cross Loading*

	BRAND IMAGE	BUYING DECISION	PRICE PERCEPTION	WOM
X1.1	0.647	0.357	0.497	0.434
X1.2	0.871	0.588	0.670	0.563
X1.3	0.901	0.624	0.816	0.656
X2.1	0.700	0.648	0.811	0.603
X2.2	0.633	0.541	0.759	0.685
X2.3	0.831	0.663	0.878	0.659
X2.4	0.700	0.528	0.848	0.735
X2.5	0.572	0.574	0.825	0.741
X2.7	0.707	0.563	0.873	0.762
X2.8	0.687	0.503	0.870	0.830
X3.1	0.377	0.316	0.514	0.632
X3.2	0.529	0.458	0.640	0.741
X3.3	0.553	0.521	0.720	0.835
X3.4	0.640	0.635	0.747	0.889
Y.1	0.372	0.677	0.400	0.334
Y.2	0.407	0.738	0.474	0.392
Y.3	0.487	0.763	0.470	0.464
Y.4	0.622	0.771	0.642	0.625

Source: Processed primary data (2026)

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Based on Table 4, it can be seen that all cross-loading values for each of the targeted indicators have a higher correlation with each of their respective variables compared to other variables. The conclusion is that the above indicators are valid overall.

**Reliability Test**

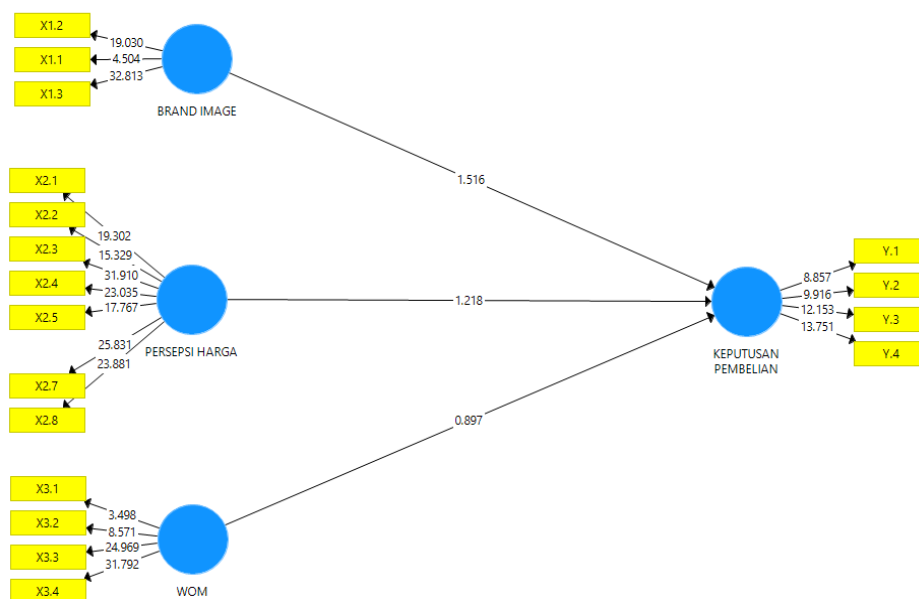
**Table 5 .**  
**Calculation of AVE, Cronbach Alpha, and Composite Reliability**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>BRAND IMAGE</b>	0.743	0.804	0.853	0.663
<b>BUYING DECISION</b>	0.728	0.748	0.827	0.545
<b>PRICE PERCEPTION</b>	0.929	0.933	0.943	0.703
<b>WOM</b>	0.785	0.834	0.860	0.609

Source: Processed primary data (2026)

Based on Table 4 above, it can be seen that the *Cronbach Alpha* value of variable Y is 0.743, variable X1 is 0.728, variable X2 is 0.929, and variable X3 is 0.785. From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

**Structural Model Evaluation ( Inner Model)**



**Figure 3 Inner Model**

Source: Data Analysis Using *SmartPLS*

**R<sup>2</sup> Result (Rs square)**

In assessing a model with PLS, start by looking at the *R-square* for each variable. latent dependent. The results of the  $r^2$  calculation in this study are as follows:

**Table 6 .**  
**Correlation Value (r<sup>2</sup>)**

	R Square	R Square Adjusted
BUYING DECISION	0.515	0.500

Source: Processed primary data (2026)

Based on the calculation results using *bootstapping* in Table 5 above, it is known that the r<sup>2</sup> value of the Purchasing Decision variable is 0.515, which means that the Purchasing Decision is influenced by *Brand Image* , Price Perception and WOM ( *Word of Mouth*) by 51.5% or in other words the contribution of *Brand Image* , Price Perception and WOM ( *Word of Mouth*) is 51.5% while the remaining 48.5% is the contribution of other variables not discussed in this study.

### Hypothesis Testing

Based on the results of *the outer model* , all tested hypotheses met the requirements and can therefore be used as analysis models in this study. Hypothesis testing in this study used a 5% alpha, meaning that if the t-statistic value is  $\geq 1.960$  or the probability value is  $\leq$  *the level of significance* ( $\alpha = 5\%$ ), the probability of deviation is 0.05, and the remaining 95% indicates that the hypothesis can be accepted. Hypothesis testing in this study is divided into two parts: testing the direct effect and testing the indirect effect (mediation). Testing the direct effect will use *bootstrapping* in Smart PLS 3.0 *software* , while testing the indirect effect will use the t-statistic on *the indirect effect*

### Partial Testing

Direct influence testing is used to explain hypotheses 1, 2, 3, and 4 through *path coefficients*. *The path coefficient* value can be seen through the t-statistic value which must be above the t-table, namely 1.96, which means there is an influence of the exogenous variable on the endogenous variable in each predetermined hypothesis. A t-statistic value  $\geq 1.960$  or a probability value  $\leq$  *level of significance* ( $\alpha = 5\%$ ), has the conclusion that the hypothesis is accepted, namely there is a significant influence between the variables tested. Table 4.14 shows the results of direct hypothesis testing using *bootstrapping* in Smart PLS 3.0 *software* . Below will be explained the explanation of each hypothesis in this study.

**Table 7.**  
**Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
BRAND IMAGE_ -> PURCHASE DECISION	0.291	0.269	0.192	1,516	0.130
PRICE PERCEPTION -> PURCHASE DECISION	0.277	0.304	0.227	1,218	0.224
WOM -> PURCHASE DECISION	0.205	0.209	0.229	0.897	0.370

Source: Processed primary data (2026)

Based on Table 7, the test results for each hypothesis are as follows:

#### Hypothesis 1

##### H1: Brand Image on Purchasing Decisions

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between variable X1 and variable Y is 1.516 with a sig. of 0.130. The test results indicate that the t-statistic  $\geq 1.96$  and the sig. value  $\leq$  *the level of significance* ( $\alpha = 5\%$ ). **Thus, hypothesis 1 is not accepted.**

#### Hypothesis 2

##### H2: Price Perceptions on Purchasing Decisions

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between variable X2 and variable Y is 1.218 with a sig. of 0.224. The test results indicate that the t-statistic is  $\geq 1.96$  and the sig. value is  $\leq$  *the level of significance* ( $\alpha = 5\%$ ). **Thus, hypothesis 2 is not accepted.**

#### Hypothesis 3

##### H3: WOM on Purchasing Decisions

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between variable X1 and variable Y is 0.897 with a sig. of 0.370. The test results indicate that the t-statistic  $\geq 1.96$  and the sig. value  $\leq$  the level of significance ( $\alpha = 5\%$ ). Thus, hypothesis 3 is not accepted.

### Simultaneous Test (F Test)

The test conducted was a b parameter test (correlation test) using the statistical F test. To test the influence of independent variables simultaneously on the dependent variable, the F test was used. According to Sugiyono (2013:257), it is formulated as follows:

$$F_h = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Information :

F : F test value

$r^2$ : The multiple correlation coefficient that has been put forward

k : Number of independent variables

n : Number of respondents.

Given: R = 0.500

k = 3

n = 96

$$F_h = \frac{0,500^2 / 3}{0,083}$$

$$F_h = \frac{(0,75) / (92)}$$

**Fh = 10.2469**

From the manual calculation results, the calculated F value is 10.2469. With  $\alpha = 5\%$ , dk numerator: k, dk denominator: nk-1 (5%; 3; 96) obtained an  $F_{table \text{ value}}$  of 3.09. From this description it can be seen that the calculated F (10.2469)  $>$   $F_{table}$  (3.09), so it can be concluded that the fourth hypothesis is accepted, meaning that X1, X2 and X3 have a simultaneous effect on Y.

## DISCUSSION

### 1. Influence of Brand Image (X1) on Purchasing Decisions (Y)

Partially, *Brand Image* does not significantly influence purchasing decisions. This is evidenced by the t-statistic value of  $1.516 < 1.96$  and a significance value of  $0.130 > 0.05$ . This means that even though Syifa Potato Donuts has an image as a soft and quality product, it has not been the main factor that encourages consumers to make independent purchases. This indicates that there is no significant influence between variable X1 and variable Y. This is in line with research conducted by (Minarti 2025) entitled "The Influence of NCT Dream *Brand Ambassador* and *Brand Image* on Purchase Decisions for Somethinc Products", that *Brand Image* does not have a significant influence on Purchase Decisions.

### 2. The Influence of Price Perception (X2) on Purchasing Decisions (Y)

The Price Perception variable partially has no significant effect with a t-statistic value of  $1.218 < 1.96$  and a significance of  $0.224 > 0.05$ . Although the price is considered affordable by the Tebing Tinggi community, the price factor is not the only reason consumers make purchasing decisions if it is not supported by other factors. This shows that there is no significant influence between variable X2 and variable Y. This is in line with the research (WASIL 2022) entitled "The Effect of Product Quality, Product Design, and Price Perception on Purchase Decisions for Diamond Ice Cream in Surabaya", stating that Price Perception does not have a significant effect on Purchase Decisions.

### 3. The Influence of Word of Mouth (X3) on Purchasing Decisions (Y)

The *Word of Mouth (WOM)* variable shows a partial insignificant effect with a t-statistic value of  $0.897 < 1.96$  and a significance of  $0.370 > 0.05$ . Word of mouth recommendations have not had a strong impact because the promotions carried out are still conventional and not yet massive on social media. This shows that there is no significant influence between variable X1 on variable Y. This is in line with research (Patmala, Gusteti, and Resty 2022) entitled "The Effect of Product Quality, Price and Word of Mouth (WOM) on Purchasing Decisions at Boutiques in Koto Salak District (Case Study on Women in Kota Salak District)", that WOM does not have a significant effect on Purchasing Decisions.

#### 4. Simultaneous Effect (F Test)

Simultaneously (together), the three variables have a significant effect on purchasing decisions. This is indicated by the **F-count value of 10.2469 > F-table 3.09**. The combination of *Brand Image*, Price, and WOM contributes **51.5%** (based on the **R-Square value of 0.515**) to purchasing decisions, while the remaining **48.5%** is influenced by other variables outside this study. This is in line with research conducted by (Su and Widio 2020) entitled "The Influence of *Brand Image*, Price Perception and Word of Mouth on Consumer Purchasing Decisions at The Highland Park Resort Hotel Bogor", that *Brand Image*, Price Perception and WOM (Word of Mouth) have a positive and significant effect on Purchasing Decisions.

#### CONCLUSION

Based on the results of the research that has been conducted, it shows that partially *Brand Image* does not have a significant effect on Purchasing Decisions (H1), Price Perception does not have a significant effect on Purchasing Decisions (H2), and WOM (Word Of Mouth) also does not have a significant effect on Purchasing Decisions (H3). It can be concluded that *Brand Image*, Price Perception, and WOM (*Word Of Mouth*) on Purchasing Decisions have a simultaneous influence, and have a positive and significant influence on the Purchase Decision of Syifa Potato Donuts in Tebing Tinggi, with an F-count value of 10.24

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