



The influence of product quality, brand image, and electronic word of mouth on purchase decisions of Glad2Glow products on tiktok shop in Batam city

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ABSTRACT

This study examines the influence of Product Quality, Brand Image, and Electronic Word of Mouth (E-WOM) on consumers' Purchase Decisions regarding Glad2Glow products on TikTok Shop in Batam City. A quantitative approach was employed using a survey method, with data collected from 100 respondents selected through purposive sampling. Primary data were obtained through questionnaires measured using a five-point Likert scale and analyzed using multiple linear regression with SPSS 26. The results indicate that Product Quality, Brand Image, and E-WOM each have a positive and significant effect on Purchase Decisions. Product Quality significantly enhances consumer confidence through product durability, material quality, conformity with product descriptions, and performance. Brand Image positively affects purchasing behavior by strengthening consumer trust and perceptions of brand superiority and uniqueness. E-WOM exerts the strongest influence, demonstrating the importance of online reviews, recommendations, and digital interactions in shaping consumer decisions. Simultaneous testing confirms that Product Quality, Brand Image, and E-WOM collectively have a significant effect on Purchase Decisions. The coefficient of determination shows that these variables explain 89.3% of the variance in Purchase Decisions, while 10.7% is explained by other factors not included in the model. The findings highlight the importance of maintaining product quality, strengthening brand image, and optimizing positive E-WOM strategies to improve consumer purchasing decisions in digital marketplace environments.

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1. INTRODUCTION

According to (Siburian & Husein, 2026), Batam City occupies a strategic position along the Malacca Strait, one of the world's busiest international shipping routes. As one of the largest islands in the Riau Islands Province, covering approximately 415 km² or about 67% of Singapore's land area, Batam has substantial potential for industrial, commercial, and residential development. Its proximity to Singapore, located only about 20 km away and reachable within 45 minutes by sea, further strengthens its international accessibility and supports cross-border economic cooperation, investment, and tourism. Regional development has been reinforced through the Bareleng (Batam,

Rempang, and Galang) concept initiated by B. J. Habibie. The construction of six connecting bridges expanded the functional area to approximately 715 km², improved regional connectivity, reduced development disparities, and enhanced access to previously underdeveloped areas. The primary objective of this development strategy is to establish Batam as a self-sustaining and globally competitive economic region.

Batam has also demonstrated strong economic resilience. During the 1998 economic crisis, when Indonesia's national economic growth declined by 13.1%, Batam maintained positive growth exceeding 3%. Throughout the 1990s, its economic performance frequently surpassed national targets, attracting migrants and job seekers from various regions of Indonesia. This trend was reflected in population growth exceeding 15% annually over a ten-year period (Laia et al., 2024). Simultaneously, rapid technological advancement, increasing internet penetration, and the expansion of online shopping have transformed consumer behavior in Indonesia. Electronic commerce enables consumers to purchase, sell, distribute, and exchange products, services, and information through digital platforms, providing greater convenience and efficiency than traditional retail channels (Hutapea & Rustam, 2023).

The emergence of social commerce has further reshaped digital purchasing behavior. One prominent example is TikTok Shop, which integrates social media and e-commerce within a single platform. Given that most TikTok users are aged between 16 and 24 years, the platform represents a substantial consumer market (Irawan et al., 2025). According to (Irawan et al., 2025), TikTok Shop facilitates both consumer purchasing and seller promotion through live streaming and embedded product links within videos. Introduced by ByteDance during TikTok World in September 2021, TikTok Shop has become a major competitor to established e-commerce platforms such as Shopee and Tokopedia. The platform offers diverse product categories, including fashion, food, gadgets, and household products. A digital survey conducted by tsurvey.id reported that approximately 75% of TikTok Shop consumers purchase fashion products. The integration of entertainment, social interaction, and online retail creates a more engaging shopping experience, allowing consumers to observe demonstrations, reviews, and user experiences before making purchasing decisions.

Data from APJII for April to July 2025 indicate that Shopee remained the most frequently accessed e-commerce platform with 53.22% of users, followed by TikTok Shop at 27.37%, surpassing Tokopedia at 9.57% and Lazada at 9.09%. These figures suggest the rapid growth of TikTok Shop as one of Indonesia's leading online shopping platforms. The increasing popularity of TikTok Shop reflects a shift from conventional e-commerce toward social commerce, where purchasing decisions are influenced not only by consumer needs but also by video content, live streaming, and interactions with other users. Nevertheless, high platform usage does not guarantee product selection, as intense competition among brands encourages consumers to become more selective.

Data on the "Top 10 Beauty and Personal Care Brands in E-Commerce (2022–2024)" show that Glad2Glow entered the ranking only in 2024 and immediately secured seventh position (TopBrandAward, 2025). This achievement demonstrates the ability of this relatively new brand to attract consumer attention and compete with established competitors. However, its position below several leading brands indicates that consumer purchasing decisions toward Glad2Glow remain less optimal than those toward competing products. This situation raises questions regarding the factors influencing consumers' decisions to purchase Glad2Glow products in a highly competitive beauty market.

The official Glad2Glow TikTok account actively utilizes TikTok Shop features, including live streaming, short-form videos, product showcases, tutorials, reviews, and customer testimonials. The account has accumulated millions of followers and consistently generates high engagement through views, likes, and interactions. These indicators suggest that TikTok-based digital marketing effectively enhances brand awareness and purchase interest (R. R. Putri & Sukati, 2024). However, strong promotional activities do not automatically translate into actual purchasing decisions.

The central problem addressed in this study concerns the uncertainty surrounding consumer purchase decisions regarding Glad2Glow products on TikTok Shop. This uncertainty

arises from inconsistent electronic word of mouth (E-WOM), where positive and negative reviews create differing consumer perceptions (Liyono, 2022). In addition, product quality is perceived as inconsistent by some users, while brand image remains relatively weak and often associated with skepticism. Consequently, consumers become more cautious in making purchasing decisions, making it important to investigate the extent to which product quality, brand image, and E-WOM influence purchasing decisions.

Purchase decision refers to the final stage of the consumer decision-making process involving cognitive, affective, and behavioral dimensions (Irawan et al., 2025). Consumers evaluate information, compare alternatives, and assess product benefits, quality, and value before deciding whether to purchase. Similarly, (Sudarmin, 2023) describes purchase decisions as outcomes of a complex evaluation process involving product alternatives, consumer behavior, personal experiences, recommendations, and psychological considerations. Purchase decisions represent a critical stage that directly affects company sales performance, profitability, customer satisfaction, and long-term loyalty. Consequently, understanding factors influencing purchase decisions is essential for developing effective marketing strategies.

(Widnyani et al., 2025) identify E-WOM, brand image, and product quality as key determinants of purchase decisions. TikTok content related to Glad2Glow reveals active E-WOM interactions through comments containing reviews, recommendations, and user experiences. These comments include both positive responses regarding product effectiveness and negative feedback concerning side effects, incompatibility, or dissatisfaction. Such inconsistency creates uncertainty among potential buyers, who may reconsider their purchase intentions after evaluating conflicting information. Therefore, E-WOM may simultaneously strengthen consumer trust when positive reviews dominate and generate skepticism when negative reviews prevail. According to (Yulindasari & Fikriyah, 2022), E-WOM constitutes internet-based interpersonal communication through which consumers share positive or negative evaluations of products and services.

Brand image also emerges as a critical factor. TikTok comments regarding Glad2Glow reveal diverse perceptions concerning product quality and review credibility. Discussions regarding product oxidation and concerns about potential "buzzer" involvement contribute to consumer uncertainty. Rather than establishing a clearly favorable image, these interactions indicate that consumers continue to evaluate and question the brand. The absence of dominant positive perceptions suggests that Glad2Glow's brand image remains relatively neutral or even skeptical. According to (Mega & Susan, 2023), brand image represents consumer perceptions formed through experience, information, and evaluation, which influence product recognition, trust, differentiation, and purchasing behavior.

Product quality perceptions also remain mixed. TikTok comments frequently mention issues related to product durability, oxidation, formula stability, and compatibility with different skin types. These concerns indicate that consumers perceive inconsistencies in product performance and effectiveness. Although experiences vary across users, negative feedback appears more prominent than strong positive endorsements. (Lazuardi et al., 2025) define product quality as a product's ability to satisfy consumer needs and expectations through its functionality, durability, and performance. Higher product quality generally increases consumer satisfaction and the likelihood of purchase. Based on these considerations, this study investigates the influence of product quality, brand image, and E-WOM on purchase decisions regarding Glad2Glow products on TikTok Shop among consumers in Batam City. Although previous studies have examined the effects of product quality, brand image, or E-WOM on purchase decisions, most have focused on conventional e-commerce platforms, established brands, or analyzed these variables separately. Limited research has investigated their integrated influence within a social commerce environment such as TikTok Shop, particularly for emerging local skincare brands like Glad2Glow in Batam City. This gap highlights the need for a comprehensive model that simultaneously examines these factors in shaping consumer purchase decisions.

The study identifies several issues. Consumer purchase decisions regarding Glad2Glow products on TikTok Shop in Batam remain suboptimal. Product quality is perceived as inconsistent, particularly regarding durability, stability, and compatibility. Brand image has not yet been firmly

established and tends to generate consumer uncertainty. In addition, E-WOM remains diverse and inconsistent, creating ambiguity in consumer evaluations and purchase decisions.

This study focuses on three independent variables, namely product quality, brand image, and E-WOM, and one dependent variable, namely purchase decision. The research population consists of consumers in Batam City who are familiar with Glad2Glow products marketed through TikTok Shop. This study examines whether product quality influences purchase decisions regarding Glad2Glow products on TikTok Shop in Batam, whether brand image influences purchase decisions, whether E-WOM influences purchase decisions, and whether product quality, brand image, and E-WOM simultaneously influence purchase decisions among consumers in Batam City.

The objectives of this study are to analyze the influence of product quality on purchase decisions, examine the influence of brand image on purchase decisions, evaluate the influence of E-WOM on purchase decisions, and determine the simultaneous influence of product quality, brand image, and E-WOM on purchase decisions regarding Glad2Glow products on TikTok Shop among consumers in Batam City.

Theoretically, this study is expected to enrich the literature on consumer behavior, particularly regarding the influence of product quality, brand image, and E-WOM on purchase decisions within digital commerce environments such as TikTok Shop. It also provides a foundation for future research in digital marketing and local skincare industries. Practically, the findings may assist businesses in understanding factors affecting Glad2Glow purchase decisions, help consumers evaluate considerations relevant to skincare purchases through digital platforms, and provide empirical references for academic research concerning digital marketing, branding, and consumer behavior. The study contributes theoretically by integrating product quality, brand image, and E-WOM into a single framework for explaining purchase decisions in social commerce. This integration provides a more comprehensive understanding of how functional product evaluations, brand-related perceptions, and digital consumer communications jointly influence purchasing behavior on platforms such as TikTok Shop.

2. RESEARCH METHOD

This study employed a quantitative survey design to examine the effects of Product Quality, Brand Image, and Electronic Word of Mouth (E-WOM) on Purchase Decisions regarding Glad2Glow products through TikTok Shop in Batam. The research process was conducted systematically, beginning with problem identification based on preliminary observations indicating that consumer purchase decisions are influenced by product quality, brand image, and E-WOM amid increasing competition in the beauty industry. The research questions were formulated according to the relationships between the independent variables and the dependent variable, Purchase Decision, and subsequently used to develop the research hypotheses. A theoretical review derived from relevant journals and prior studies served as the conceptual foundation for identifying variable indicators and constructing the research instrument. Data were collected through structured questionnaires using a five-point Likert scale and distributed to consumers who had purchased or used Glad2Glow products via TikTok Shop. Primary data originated from respondent surveys, while secondary data were obtained from scholarly publications and previous studies. The collected data were analyzed using multiple linear regression after passing validity, reliability, and classical assumption tests (Darma, 2021). Multiple linear regression was selected because the study aims to examine the simultaneous and partial effects of several independent variables, namely Product Quality, Brand Image, and E-WOM, on a single dependent variable, Purchase Decision. Compared with bivariate correlation or simple regression, this method provides a more comprehensive assessment of the relative contribution of each predictor while controlling for the effects of the other variables. The findings were then interpreted by comparing them with previous empirical studies, and conclusions and recommendations were formulated to address the research objectives and provide managerial and academic implications.

The dependent variable in this study is Purchase Decision, defined as the consumer process of searching, evaluating, selecting, and using products according to individual needs (Frederica & Haldy, 2026). Its indicators include decisions regarding product type, product form,

brand choice, seller selection, purchase quantity, purchase timing, and payment method (Frederica & Haldy, 2026). The independent variables consist of Product Quality, Brand Image, and E-WOM. Product Quality refers to consumer perceptions regarding product durability, conformity with expectations, material quality, and finishing quality, which influence confidence and purchase intentions toward Glad2Glow products (Kaitlyn & Haldy, 2026). Brand Image reflects consumer evaluations of brand superiority, strength, and uniqueness, shaping trust and preference toward the brand (Frederica & Haldy, 2026). E-WOM represents consumer-generated online reviews and recommendations that influence purchase decisions through information exchange and social validation. Its indicators include reviewing online comments, actively seeking information from online reviews, consulting through digital platforms, feeling uncertain without reading reviews before purchasing, and gaining confidence after reading online reviews (Kaitlyn & Haldy, 2026). All (Frederica & Haldy, 2026) variables were measured using a Likert scale. The operational definitions were adapted from (Frederica & Haldy, 2026) and (Kaitlyn & Haldy, 2026), ensuring consistency between theoretical constructs and empirical measurement.

According to (W. H. Putri & Suryani, 2023), population refers to the entire set of research elements possessing specific characteristics relevant to the study. The population of this research comprised consumers familiar with Glad2Glow products through TikTok Shop in Batam. A sample represents a subset of the population selected to represent its characteristics (W. H. Putri & Suryani, 2023). Sample size was determined using the Lemeshow formula, which is suitable when the population size is unknown (Rofiudin et al., 2022). Using a 95% confidence level, a maximum estimated proportion of 0.5, and a 10% margin of error, the study established a sample size of 100 respondents, including reserve respondents to facilitate data processing.

The study applied purposive sampling, defined as a sampling technique that selects respondents according to predetermined criteria relevant to the research objectives (Rofiudin et al., 2022). Respondents were required to reside in Batam City, have purchased or used Glad2Glow products through TikTok Shop, be at least 17 years old, and possess direct experience with the product. These criteria ensured that respondents could provide informed evaluations regarding product quality, brand image, E-WOM, and purchase decisions based on personal experience rather than indirect information. In addition, demographic characteristics such as gender, age, occupation, and purchasing experience may influence respondents' perceptions and evaluations of Glad2Glow products. Therefore, these characteristics were included in the descriptive analysis to provide contextual understanding of the findings and the profile of the sampled consumers.

This study utilized both primary and secondary data sources. Primary data were collected directly from respondents through questionnaires distributed to consumers who had purchased and used Glad2Glow products via TikTok Shop in Batam. These data measured perceptions regarding Product Quality, Brand Image, E-WOM, and Purchase Decisions using Likert-scale items. Secondary data were obtained from books, scientific journals, previous studies, and publicly available information related to TikTok Shop, Glad2Glow, consumer behavior, product quality, brand image, and E-WOM. These sources provided theoretical support and contributed to the development of the research framework (Sugiyono, 2023).

Data were collected through a structured closed-ended questionnaire distributed online using Google Forms. The instrument consisted of statements developed from indicators associated with each research variable. Responses were measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5), following (Satria & Imam, 2024). The Likert scale was selected because it enables systematic measurement of attitudes, perceptions, and opinions toward social phenomena and provides a structured framework for quantitative analysis.

Descriptive statistical analysis was employed to summarize respondent characteristics and identify response patterns through frequency distributions (Satria & Imam, 2024). Data quality was evaluated using validity and reliability tests. Validity was assessed by comparing calculated correlation coefficients with critical values, where items were considered valid when the calculated coefficient exceeded the table value (Satria & Imam, 2024). Reliability was assessed using Cronbach's Alpha, with values above 0.60 indicating acceptable internal consistency (Satria & Imam, 2024).

Prior to regression analysis, classical assumption tests were conducted to ensure model suitability. These included normality testing through residual histograms, Kolmogorov-Smirnov tests, and Normal Probability Plots; multicollinearity testing using Tolerance and Variance Inflation Factor (VIF) values, with acceptable thresholds of Tolerance > 0.01 and VIF < 10 ; and heteroscedasticity testing to verify variance consistency across residuals (Satria & Imam, 2024). The effects of Product Quality, Brand Image, and E-WOM on Purchase Decisions were analyzed using multiple linear regression, which allows simultaneous examination of multiple independent variables on a single dependent variable (W. H. Putri & Suryani, 2023). The coefficient of determination (R^2) was used to measure the explanatory power of the independent variables regarding variations in Purchase Decisions (Satria & Imam, 2024).

Hypothesis testing employed both partial and simultaneous regression analyses. The t-test was conducted to examine the individual effects of Product Quality (X_1), Brand Image (X_2), and E-WOM (X_3) on Purchase Decision (Y). A significance value below 0.05 indicated a statistically significant effect, while a value above 0.05 indicated no significant effect (Satria & Imam, 2024). The F-test was used to evaluate the simultaneous influence of all independent variables on Purchase Decisions and to determine the overall suitability of the regression model (Ghozali, 2023).

The research was conducted in Batam City, Riau Islands Province, Indonesia. Batam was selected due to its rapid economic development and its relevance to the study's objectives concerning digital consumer behavior and social commerce. Respondents residing in Batam served as the study participants, while data collection was conducted through online questionnaires. The research activities were scheduled from March to July 2026 to ensure systematic implementation of all stages, including instrument preparation, data collection, analysis, interpretation, and reporting.

3. RESULTS AND DISCUSSIONS

Research Object Profile

Glad2Glow is an Indonesian local skincare brand established to meet the skincare needs of modern consumers, particularly younger generations seeking quality products at affordable prices (Krey & Dananjaya, 2024). Operating under a legally registered local cosmetics company, the brand has expanded its presence within Indonesia's beauty industry through products such as serums, moisturizers, sunscreens, and facial cleansers designed to support skin health and appearance. Amid increasingly intense competition in the beauty sector, Glad2Glow has attracted consumers through continuous product innovation, appealing packaging, and active digital marketing strategies across social media platforms. The brand's products are also registered with BPOM and certified halal, strengthening consumer trust and perceived product safety.

Research Results

Respondent profiling was conducted to provide an overview of demographic characteristics and assess sample representativeness. Of the 100 respondents, 65.0% were female and 35.0% were male, indicating that Glad2Glow products were predominantly purchased by female consumers. Regarding age, 50.0% were aged 17–25 years, 30.0% were aged 26–30 years, 15.0% were aged 31–50 years, and 5.0% were over 50 years old, showing that young adults represented the largest consumer segment. Based on occupation, private-sector employees constituted the largest group (45.0%), followed by students (35.0%) and entrepreneurs (20.0%). Concerning purchase recency, 40.0% of respondents had purchased Glad2Glow products within the previous 6–12 months, 35.0% within 1–6 months, and 25.0% within 12–24 months, indicating relatively active purchasing behavior among respondents.

Descriptive analysis employed a five-category interpretation scale ranging from strongly disagree (100–180) to strongly agree (421–500). The Product Quality (X_1) variable obtained an average score of 370.38, placing it within the agree category. Respondents generally perceived Glad2Glow products as durable, consistent with product descriptions, effective after use, and manufactured with quality materials and satisfactory finishing.

Brand Image (X2) achieved an average score of 392.00, also categorized as agree. Respondents viewed Glad2Glow as a reliable and distinctive brand with favorable quality, strong reputation, recognizable characteristics, and competitive advantages compared with similar brands.

E-WOM (X3) recorded an average score of 383.60, indicating agreement. Respondents frequently consulted online reviews, compared information from multiple sources, engaged with digital content related to Glad2Glow, and expressed greater confidence in purchasing decisions after reading positive reviews.

Purchase Decision (Y) generated an average score of 388.57, reflecting agreement. Respondents generally considered Glad2Glow products suitable for their needs, appreciated their packaging and brand reputation, and were influenced by promotional activities, seller service quality, transaction security, and payment convenience available through TikTok Shop.

Validity testing was conducted using Pearson correlation coefficients with an r-table value of 0.196. For Product Quality (X1), all eight items produced r-count values ranging from 0.428 to 0.748, exceeding the threshold. Brand Image (X2) items recorded coefficients between 0.625 and 0.741, while E-WOM (X3) items ranged from 0.346 to 0.762. Purchase Decision (Y) items generated coefficients between 0.200 and 0.610. Since all r-count values exceeded 0.196, every questionnaire item was deemed valid and suitable for subsequent analysis.

Reliability assessment using Cronbach's Alpha indicated satisfactory internal consistency for all variables. Product Quality (X1) achieved a coefficient of 0.703, Brand Image (X2) 0.759, E-WOM (X3) 0.796, and Purchase Decision (Y) 0.642. Since all values exceeded the minimum threshold of 0.60, the measurement instrument was considered reliable.

Normality was examined through histogram analysis, Normal P-P Plot, and the Kolmogorov-Smirnov test. The histogram displayed a bell-shaped distribution, while the P-P Plot showed data points closely following the diagonal line. The Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, exceeding 0.05. These findings confirm that the residuals were normally distributed.

Multicollinearity was evaluated using tolerance and Variance Inflation Factor (VIF) values. Product Quality, Brand Image, and E-WOM recorded tolerance values of 0.452, 0.768, and 0.522, respectively, while corresponding VIF values were 2.214, 1.302, and 1.914. As all tolerance values exceeded 0.10 and all VIF values were below 10, no multicollinearity was detected.

Scatterplot analysis revealed a random distribution of residual points around zero without any systematic pattern. This result indicates the absence of heteroscedasticity and confirms that the regression model satisfies the homoscedasticity assumption.

Multiple linear regression analysis examined the effects of Product Quality (X1), Brand Image (X2), and E-WOM (X3) on Purchase Decision (Y). The positive constant value (16.546) indicates the baseline level of Purchase Decision when all independent variables remain constant. Product Quality generated a coefficient of 0.493, implying that improvements in product quality increase purchase decisions. Brand Image produced a coefficient of 0.202, indicating a positive contribution to purchase decisions. E-WOM recorded a coefficient of 0.482, suggesting that stronger electronic word-of-mouth significantly enhances consumers' purchasing intentions. Among the predictors, E-WOM exhibited the largest standardized coefficient ($\beta = 0.516$), followed by Product Quality ($\beta = 0.441$) and Brand Image ($\beta = 0.134$).

The coefficient of determination analysis yielded an Adjusted R² value of 0.893. This finding indicates that Product Quality, Brand Image, and E-WOM jointly explained 89.3% of the variance in Purchase Decision, while the remaining 10.7% was attributable to factors outside the model.

The t-test results demonstrated that all independent variables significantly influenced Purchase Decision at $\alpha = 0.05$. Product Quality produced a t-value of 9.012 with a significance level of 0.000, confirming a positive and significant effect on Purchase Decision. Brand Image generated a t-value of 3.579 and a significance level of 0.001, indicating a positive and significant influence. E-WOM achieved a t-value of 11.336 with a significance value of 0.000, demonstrating the strongest positive and significant effect among the examined variables. Therefore, H1, H2, and H3 were supported.

The F-test assessed the collective influence of Product Quality, Brand Image, and E-WOM on Purchase Decision. The analysis produced an F-value of 276.219, substantially exceeding the critical F-table value of 2.70, with a significance level of 0.000. These results confirm that the three independent variables simultaneously exert a significant effect on consumers' purchase decisions regarding Glad2Glow products on TikTok Shop Batam. Consequently, the overall regression model was statistically significant and suitable for explaining consumer purchasing behavior.

Discussion

The partial t-test results indicate that Product Quality (X1) significantly and positively influences Purchase Decision, as evidenced by a t-value of 9.012 and a significance level of 0.000, which is below the 0.05 threshold. Therefore, H1 is supported. This finding suggests that consumers are more likely to purchase Glad2Glow products when they perceive superior product quality. Key quality attributes include product durability, consistency with product descriptions, material quality, and the ability of the product to meet user expectations. Positive evaluations of these attributes strengthen consumer confidence and increase the likelihood of purchase. These findings are consistent with consumer behavior theory, which identifies product quality as a primary determinant of purchasing decisions (Handayani & Sutawijaya, 2024). Higher perceived quality enhances product value and encourages consumers to select the product over competing alternatives.

The partial t-test demonstrates that Brand Image (X2) exerts a positive and significant effect on Purchase Decision, with a t-value of 3.579 and a significance level of 0.001. Consequently, H2 is accepted. The findings indicate that a favorable brand image strengthens consumer confidence and encourages purchase behavior. Consumers tend to prefer brands that are reputable, recognizable, trustworthy, and differentiated from competitors. A positive brand image creates favorable quality perceptions and reduces uncertainty during the decision-making process (Dirwan & Firman, 2023). The results further suggest that Glad2Glow's efforts to establish a distinctive identity through product quality, promotional activities, and attractive packaging have successfully influenced consumer purchasing decisions. As brand image improves, consumer willingness to purchase also increases.

The partial t-test results reveal that Electronic Word of Mouth (E-WOM) (X3) has a positive and significant impact on Purchase Decision, with a t-value of 11.336 and a significance level of 0.000. Therefore, H3 is supported. This finding highlights the critical role of online reviews, testimonials, recommendations, and consumer experiences shared through digital platforms. Prior to purchasing, consumers frequently seek information from user reviews, video content, and online recommendations to evaluate product quality and benefits (Agustina & Setiyarini, 2025). The dominance of E-WOM suggests that digital marketing strategies should prioritize consumer engagement, review management, user-generated content, and timely responses to customer feedback. Companies can strengthen purchasing outcomes by encouraging authentic positive reviews and maintaining active interactions across social media platforms. Such information reduces perceived risk and assists consumers in making informed decisions. The strong influence of E-WOM observed in this study indicates that Glad2Glow consumers rely heavily on information available through social media and TikTok Shop. Positive online reviews enhance trust and substantially increase the likelihood of purchase decisions (Agustina & Setiyarini, 2025).

The simultaneous F-test confirms that Product Quality, Brand Image, and E-WOM collectively exert a positive and significant influence on Purchase Decision. The model generated an F-value of 276.219 with a significance level of 0.000, exceeding the critical F-table value of 2.70, thereby supporting H4. Furthermore, the coefficient of determination analysis produced an Adjusted R² value of 0.893, indicating that the three independent variables explain 89.3% of the variance in Purchase Decision, while the remaining 10.7% is attributable to factors outside the research model. These findings demonstrate that consumers' purchasing decisions regarding Glad2Glow products are shaped not only by product quality but also by brand image and digital information exposure. The three variables interact in forming consumer perceptions, trust, and purchase intentions (Mardiana & Sijabat, 2022). Accordingly, companies should continuously maintain product quality, strengthen brand image, and encourage positive digital reviews to enhance consumer purchase decisions. Beyond purchase decisions, the combined influence of

Product Quality, Brand Image, and E-WOM may contribute to long-term consumer loyalty. Consumers who perceive high product quality, trust the brand, and consistently encounter positive online reviews are more likely to repurchase products and recommend them to others, thereby strengthening customer retention and brand advocacy.

4. CONCLUSION

This study concludes that Product Quality, Brand Image, and Electronic Word of Mouth (E-WOM) significantly and positively influence consumers' Purchase Decisions regarding Glad2Glow products on TikTok Shop in Batam. Higher perceived product quality increases purchase decisions by strengthening consumer confidence in product durability, material quality, conformity with product descriptions, and overall performance. Brand Image also positively affects purchase decisions, indicating that a favorable, trustworthy, and distinctive brand perception enhances consumer confidence and purchase intention. Likewise, E-WOM significantly influences purchasing behavior, as positive reviews, recommendations, and digital information increase consumer trust and reduce perceived purchasing risk. Simultaneously, Product Quality, Brand Image, and E-WOM significantly affect Purchase Decisions and collectively explain 89.3% of the variation in purchasing behavior, while the remaining 10.7% is attributable to factors beyond the scope of this study. This study contributes to the development of digital marketing and consumer behavior literature by demonstrating that traditional marketing factors, such as Product Quality and Brand Image, remain important in social commerce environments, while E-WOM emerges as a dominant digital influence on consumer purchase decisions through online interactions and information exchange. Based on these findings, Glad2Glow should continue improving product quality, particularly regarding durability, material quality, product performance, and consistency with product descriptions, while strengthening brand image through consistent marketing strategies, enhanced consumer trust, and stronger brand identity development. The company should also optimize E-WOM management by encouraging positive customer reviews, facilitating consumer engagement, and actively responding to feedback and complaints across social media and TikTok Shop platforms. Furthermore, future studies are encouraged to incorporate additional determinants of purchase decisions, including price, promotion, brand ambassadors, live streaming, consumer trust, and customer reviews, to provide broader insights and serve as comparative references for subsequent research. Future studies may also examine the mediating or moderating roles of variables such as Consumer Trust, Price Perception, Live Streaming effectiveness, and Brand Ambassadors to obtain a more comprehensive understanding of consumer behavior and purchasing decisions within social commerce platforms.

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