

THE INFLUENCE OF CUSTOMER EXPERIENCE, PRICE PERCEPTION AND WORD OF MOUTH ON PURCHASING DECISIONS

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ABSTRACT

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This study aims to analyze the effect of Customer Experience, Price Perception, and Word of Mouth on purchasing decisions at Angel Kebaya. Using a quantitative approach, data was collected through a survey with 150 respondents selected by purposive sampling. The questionnaire was distributed via Google Form in January 2025. The results showed that customer experience, price perception, and word of mouth have a significant influence on purchasing decisions. This research expands the understanding of how these three factors influence purchasing decisions. The findings provide insights for Angel Kebaya to improve customer experience, set competitive prices, and encourage positive word of mouth.

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INTRODUCTION

Rapid business growth has triggered developments in the service and industrial sectors. Various industries now present a variety of products with various price variations that are able to attract consumers. One of them is the fashion industry. The fashion industry offers a variety of products from various fashion designers, each of which reflects aesthetic values and diverse market needs. High consumer interest encourages the fashion industry to continue to grow and always innovate. The need for clothing as part of a lifestyle, strengthens competition in creating unique and attractive models. This involves design and manufacturing processes that aim to make one look charming and fashionable, in line with the latest trends. Many people, especially women, are very interested in clothing with various models. The use of fashion on a daily basis or on special occasions, aims to enhance one's appearance.

The fashion industry offers a variety of products from various fashion designers, one of which is a modiste that offers kebaya products. Getting a kebaya with the desired model with good quality, as well as the right size, is not an easy thing. Not all fashion stores provide products that match customer expectations. However, there is another option to get the kebaya you want, which is by relying on home industries such as individual tailoring businesses, often known as modistes. A modiste is someone who runs a tailoring business that specializes in designing, making, and customizing kebaya according to the customer's style and wishes. In addition to being able to determine the fashion model,

customers are also sure to get a price that matches the product they get.

The importance of customer experience to purchasing decisions cannot be ignored. Customer experience has an important role in influencing purchasing decisions. Chen & Lin (2014) say that customer experience is a perception or cognitive recognition that triggers customer motivation. Therefore, creating a positive experience can be useful for increasing sales. Customer experience represents an individual's internal, subjective reaction to every interaction with the company, whether that interaction is direct or indirect (Meyer & Schwager, 2007). Direct interactions often occur during the purchase, usage, and service stages, while indirect interactions are typically witnessed through word of mouth recommendations. Both types of contact greatly influence the customer experience of a product. Previous research conducted by (Aninda & Roosdhani, 2024; Widia et al., 2024) shows that customer experience influences a person's decision to make a purchase.

One of the other important things in making purchasing decisions is price perception. The importance of price perception on purchasing decisions lies in how customers assess the appropriateness of the price compared to the benefits obtained, influencing their readiness to buy (Peter & Olson, 2009). Customers who feel the price of a product is commensurate with the value they get are more likely to make a purchase. Research (Pardede & Haryadi, 2017; Wijaya & Budiani, 2022) shows that price perceptions significantly influence consumer

decisions to make purchases, because prices that are considered reasonable can increase customer satisfaction.

Word of mouth plays an important role in purchasing decisions because of its ability to influence consumers through recommendations that are considered more reliable, because WOM usually comes from people who have used or owned certain products and when they feel happy with the product, they recommend others to buy the same product (Kiss & Bichler, 2008). Kotler et al. (2009) reveal that word of mouth (WOM) refers to communication related to goods and services, where the communicator is considered innocent by the recipient. WOM usually comes from people who have used or owned certain products and when they feel happy with the product, they recommend others to buy the same product. Previous research, such as those conducted by (Mulyadi & Hadita, 2023; Oktavianto, 2013), suggest that word of mouth has a considerable influence on purchasing decisions, because consumers tend to believe more in recommendations from people they know.

Purchasing decisions occur when consumers recognize a product and decide to buy it (Faujiah et al., 2023). One of the important stages in consumer behavior is recognizing the product, which includes understanding its benefits and value, not just knowing its existence. Factors such as price, customer experience and recommendations from others also play an important role in influencing their purchasing decisions. Consumer buyer behavior or consumer buying behavior refers

to individuals and families who buy services and goods for personal use (Kotler & Armstrong, 2008). Purchasing decisions are the process of making decisions to buy services or goods after they realize their needs and wants.

Even though Angel Kebaya is well-known among consumers, challenges remain in determining how much Customer Experience, Price Perception, and Word of Mouth impact Purchasing Decisions. As a result, this study aims to answer the question: How do Customer Experience, Price Perception, and Word of Mouth influence Purchasing Decisions at Angel Kebaya?

LITERATURE REVIEW

Customer Experience

Customer experience is a developing concept that describes the relationship between companies and customers (Gentile et al., 2007). Customer experience shows that the relationship between the company and the customer involves an emotional bond through attention to each interaction, making this relationship more valuable than just a product or service transaction. Septhi & Hidayat (2021) say that experience is used as a strategy to influence customer decisions, while according to (Sandi, 2017) defines it as a series of processes, strategies, and actions to manage customer interactions with products or services. Managing customer interactions well can strengthen longterm relationship between customers and companies, which not only influences purchasing decisions but also ultimately increases sales. There are five indicators of customer experience according to Schmitt (1999), which are sense, feel, think, act, relate.

The purchase decision is the step where a person decides whether to make a purchase or not, this process begins after the individual realizes the need or desire that needs to be fulfilled (Saparso et al., 2021). Several previous research, such that carried out by (Mani et al., 2022; Nurjihan & Bertuah, 2023), show that customer experience affects purchasing decisions. Therefore, the hypothesis formulated is as follows:

H1: There is an influence of customer experience on purchasing decisions.

Price Perception

Price has a high impact on making a purchase. Price is the total that must be paid by customers in order to obtain a product, proportional to the benefits obtained from its use (Kotler & Armstrong, 2015). The high or low price is a key factor that influences consumer interest in purchasing a product (Husen & Setiawan, 2023). Price perception reflects how customers assess whether the price of a product is classified as expensive or cheap, as well as the extent of the benefits obtained (Sumiyati & Soliha, 2020). Apart from paying money to buy products, customers also consider the value and benefits they will get. Kotler & Armstrong (2018) identify several factors that are indicators of price perception, which are price affordability, price compatibility with product quality, price competitiveness, price compatibility with the benefits obtained.

Purchasing decisions according to Faujiah et al., (2023) involve problem solving and making conclusions about brands, quantities (amounts), products, ideas, and experiences in order to meet consumer needs. Price plays an important role in purchasing

decisions. If prices are high, consumers tend to choose other cheaper products, on the other hand, prices that are considered cheap can potentially encourage consumers to make purchases. The results of previous research by (Sihombing et al., 2023; Wijaya & Budiani, 2022) say that price has an influence on purchasing decisions. Therefore, the hypothesis formulated is as follows:

H2: There is an influence of price perception on purchasing decisions.

Word of Mouth

Word of mouth communication (WOM), which is a very effective communication method in marketing. WOM is a very important marketing strategy where opinions and recommendations from customers directly, can influence the purchasing decisions of others (Buchori, 2020). This communication occurs naturally in everyday conversations as people share their thoughts, opinions, and comments with each other. Kotler & Keller (2012) mentioned that word of mouth succeeds in creating customer engagement which makes them want to share their experience about a product with others. Word of mouth is considered a very trusted source, because, in general, people are more interested in goods or services that someone else has already purchased, whether that someone is a friend, neighbor, or relative. (Sari & Febriyantoro, 2023). According to Sernovitz (2012), word of mouth indicators involve several aspects, which are talkers, topics, tools, taking part, tracking.

Buchori (2020) says purchasing decisions can be defined as a series of stages taken by consumers when they decide to choose between several options before finally buying

a product. Information circulating by word of mouth has a big impact on consumer purchasing decisions, because this is based on a person's real experience when buying a product. Based on previous research conducted by (Basri et al., 2016; Isdayanti & Tartiani, 2024; Ramaddini & Silitonga, 2024) stated that word of mouth has an influence on a person's decision to buy. Therefore, the hypothesis formulated is as follows:

H3: There is an influence of word of mouth on purchasing decisions.

Purchase Decision

Kotler & Keller (2006) say that evaluation is the first step in the buying process, where consumers assess various products and choose the best one according to their needs. According to Hermiyenti &

Wardi (2019), purchasing decisions are a product selection process that considers suitability for needs, price, and product advantages and disadvantages. Kotler & Armstrong (2011) add that the two main factors that influence this decision are the opinions of others and unexpected situational conditions. Customers are usually influenced by recommendations or the value of the product, but their decisions may change due to unforeseen situations, such as economic problems that may prevent purchases. According to (Kotler & Keller, 2012) these indicators can influence consumer decisions in making purchases, which consist of: problem recognition, information search, evaluation of alternatives, purchase decision, postpurchase behavior.

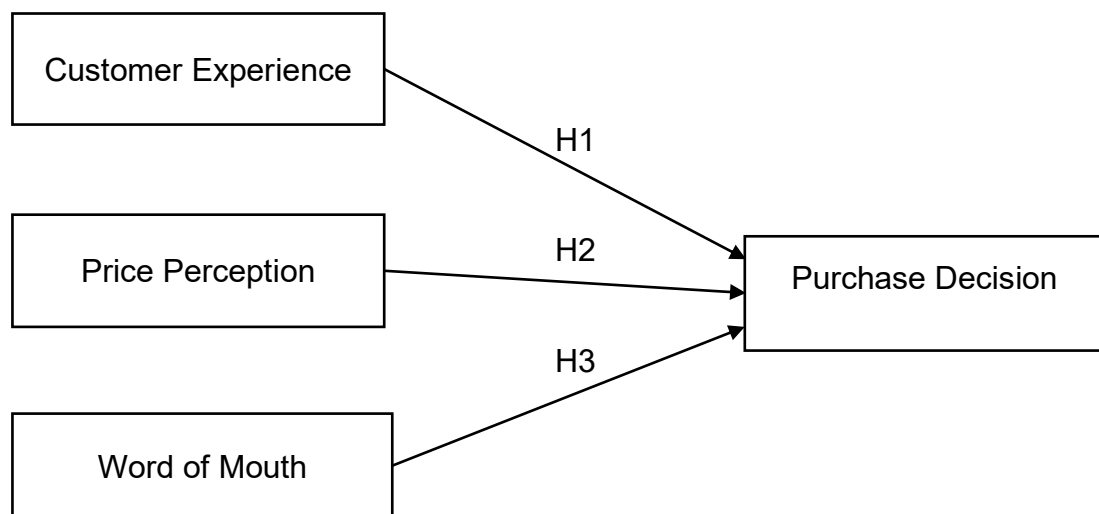


Figure 1. Thinking Framework
Source: Author, 2025

RESEARCH METHODS

This research uses a quantitative approach and was conducted at the Angel Kebaya store in January 2025. The research population involved women who had become Angel Kebaya customers and made

purchases at least twice, where data was obtained through a questionnaire distributed to 150 respondents with 31 statements. Non probability sampling method was used with purposive sampling technique. The data obtained was

analyzed using SEM (Structural Equation Model) with the help of SmartPLS (Partial Least Squares) to evaluate the influence of independent variables on dependent variable. Each characteristic was measured using a Likert scale (1-5), where 1 indicates strongly disagree and 5 indicates strongly agree. Tests

for model validity and reliability were performed first, then multicollinearity, discriminant validity, multicollinearity, R test, F test, t test, and hypothesis testing to determine the effect of Customer Experience, Price Perception, and Word of Mouth variable.

RESULTS AND DISCUSSION

Description of respondent characteristics

Description of respondent characteristics aims to find out the

respondents who have filled out the questionnaire in this study. The following table summarizes some of the main questions that are the focus of this research.

Table 1. Characteristics of Respondents

Demographic Variables	Frequency	Percentage (%)
Gender		
Woman	150	100
Age		
< 20 Years	11	7,3
21-30 Years	41	27,2
31-40 Years	35	23,8
> 40 Years	63	41,7
Occupation		
Student	25	16,6
Self Employee	38	25,8
PNS	23	15,2
Other	64	42,4
Frequency of visit		
2-3 times	62	41,1
4-5 times	30	19,9
> 6 times	58	39,1
Do you know the Angel Kebaya?		
Yes	149	99,3
No	1	0,7
How often do you buy Angel Kebaya products?		
Every month	13	8,6

Every 3 month	32	21,2
Every 6 month	29	19,2
Other	76	51
TOTAL	150	100

Source: Author, 2025

From the results of the table above, it shows that all respondents in this study are women. This reflects the strong interest of female consumers in kebaya products. With the largest age group being > 40 years with a percentage of 41.7. As many as 42.4% of respondents have other jobs, indicating that many respondents come from various work backgrounds other than students, private employees, and civil

servants. It is known that 41.1% of respondents have visited Angel Kebaya 2-3 times, indicating a fairly frequent visit. Where the number of respondents who claimed to know Angel Kebaya as much as 99.3% showed that Angel Kebaya was widely known by its consumers. It is known that most respondents, as many as 51%, buy Angel Kebaya products with varying frequencies.

Measurement Model **Convergent Validity Test**

Table 2. Loading Factor

Variable	Indicator	Items	Loading Factor	Reliability	AVE
Customer Experience	1. Sense	X1.1	0.870	0.937	0.748
	2. Feel	X1.2	0.866		
	3. Think	X1.3	0.883		
	4. Act	X1.5	0.857		
	5. Relate (Schmitt, 1999)	X1.8	0.848		
Price Perception	1. Price affordability	X2.1	0.888	0.934	0.740
	2. Price compatibility with product quality	X2.2	0.793		
		X2.3	0.845		
	3. Price competitiveness	X2.4	0.894		
	4. Price compatibility with the benefits Obtained (Kotler & Armstrong, 2018)	X2.6	0.877		

Word of Mouth	1. Talkers	X3.1	0.876	0.909	0.770
	2. Topics	X3.2	0.831		
	3. Tools	X3.3	0.923		
	4. Taking part				
	5. Tracking (Sernovitz, 2012)				
Purchase Decision	1. Problem recognition	Y.2	0.862	0.921	0.744
		Y.6	0.826		
	2. Information search	Y.7	0.913		
	3. Evaluation of alternatives	Y.8	0.847		
	4. Purchase decision 5. Postpurchase behavior (Kotler & Keller, 2012)				

Source: Author, 2025

The Loading Factor and Average Variance Extracted (AVE) values of each indicator can also be used to assess discriminant validity. To ensure a suitable statistical model, the loading factor value is greater than 0.7 and the AVE must be greater than 0.5. Based on the data

in table 2, the loading factor and AVE values for the customer experience (X1), price perception (X2), word of mouth (X3), and purchase decision (Y) variables are all greater than 0.7 and 0.5. This shows that each variable has a high level of discriminant validity.

Discriminant Validity Test

Table 3. Discriminant Validity-Fornell Lacker

	Customer Experience	Purchase Decision	Price Perception	Word of Mouth
Customer Experience	0.865			
Purchase Decision	0.854	0.862		
Price Perception	0.741	0.820	0.860	
Word of Mouth	0.704	0.812	0.856	0.877

Source: Author, 2025

According to Fornell & Larcker (1981) discriminant validity is considered valid if each statement has a higher loading factor value than other constructs. Based on the data in the table, the values in the

discriminant validity table are declared valid, with the customer experience variable having a value of (0.865), purchase decision (0.862), price perception (0.860), and word of mouth (0.877). This shows that the

correlation of each variable has been fulfilled, because these values are

higher than the values of other variables.

Composite reliability test and Cronbach's Alpha

Table 4. Composite reliability dan Cronbach's Alpha.

	Composite Reliability	Cronbach's Alpha
Customer Experience	0,937	0,916
Price Perception	0,934	0,912
Word of Mouth	0,909	0,850
Purchase Decision	0,921	0,885

Source: Author, 2025

To assess whether a construct is reliable, we can look at the Cronbach Alpha value of the group of indicators that measure the construct. If the Cronbach Alpha value is more than 0.60, the construct is considered reliable. In addition, we must also look at the composite reliability value of the

Structural Model

In this study, purchasing decisions (the dependent variable) are influenced by three key independent factors: customer experience, price perception, and word of mouth. Convergent validity in this study is measured using outside loading or

indicator group. If this value is more than 0.70, then the construct is considered reliable (Chin, 1998). According to Table 4, the composite reliability and Cronbach's Alpha values for every variable exceed 0.70, indicating a strong level of reliability across all variables.

loading factor. If the loading factor value for an indicator is greater than 0.5, it is considered to have excellent convergent validity. Based on Figure 2, all variable indicators are suitable for use in further research. The analysis shows that all loading factor values are above 0.5.

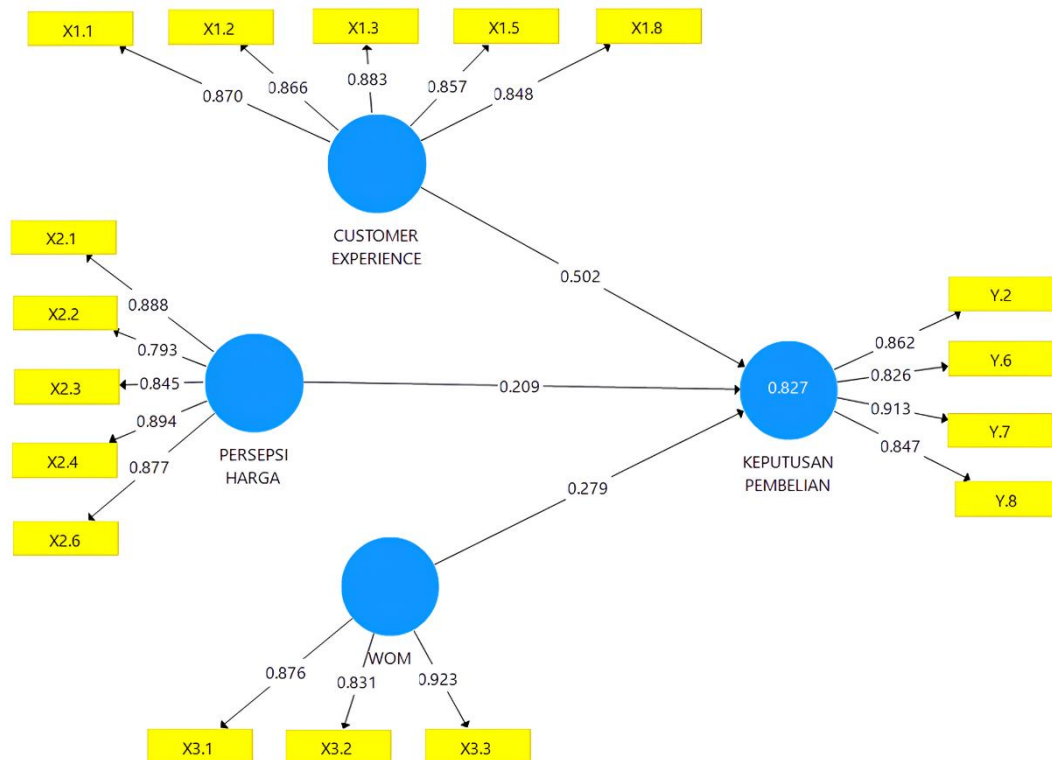


Figure 2. Structural Model
Source: Author, 2025

The analysis reveals that every loading factor exhibits convergent validity with values surpassing 0.700, as shown in the figure. This indicates that the data meets the set standards for validity and reliability. In addition, Cronbach's alpha was calculated using the Partial Least Squares (PLS) method to evaluate

Composite Reliability (CR), a key indicator of internal consistency among the constructs. A CR value above 0.7 confirms that the measures are consistent. Accordingly, the research model satisfies all the criteria necessary for ensuring the accuracy and validity of the data.

Multicollinearity Test

Table 5. Multicollinearity Results - Inner VIF Value

	Customer Experience	Price Perception	Word of Mouth	Purchase Decision
Customer Experience				2,309
Price Perception				4,537
Word of Mouth				3,906
Purchase Decision				

Source: Author, 2025

The VIF values serve as an indicator for detecting multicollinearity among constructs, as demonstrated in Table 5 that the VIF values in this study ranged from 2.309 to 4.537, and

none of the values exceeded 5.0. This indicates that multicollinearity is not a significant problem, so the research can be carried out without constraints.

Coefficient Determination Test (R Square)

Table 6. R Square

	R Square
Purchase Decision	0.827

Source: Author, 2025

To find out the magnitude of the influence of external variables on other variables, we can use R square (R²) to measure it. Based on table 6, the R² value for the purchasing decision variable is 0.827. This shows that 82.7% of purchasing decisions are influenced by customer experience, price perception, and word of mouth, while the other 17.3% are influenced by variables not discussed in this study.

F Square

Table 7. F Square

Variable	Purchase Decision
Customer Experience	0,631
Price Perception	0,058
Word of Mouth	0,115

Source: Author, 2025

The F-square test evaluates the strength of the relationship between the independent and dependent variables. According to standard

criteria, an F-square value above 0.02 indicates a small effect, one above 0.15 indicates a medium effect, and a value exceeding 0.35

signifies a large effect. An F-square value below 0.02, however, is considered insignificant (Sarstedt et al., 2017). Table 7 reveals that the customer experience variable exerts a large influence on purchasing decisions, with an F-square value of

0.631. In contrast, the price perception variable exhibits a relatively small effect (F-square = 0.058), while the word of mouth variable also has a modest impact (F-square = 0.115).

Q Square

Table 8. Prediction Accuracy Test (Q2)

	SSO	SSE	Q ² (=1-SSE/SSO)
Customer Experience	650,000	650,000	
Price Perception	650,000	650,000	
Word of Mouth	390,000	390,000	
Purchase Decision	520,000	221,183	0,575

Source: Author, 2025

To determine the model's predictive performance, the Q² value is used. A positive Q² value indicates high predictive ability, while a negative value suggests the model has low predictive capacity. Conversely, a

Q2 value smaller than zero indicates low predictive ability. Based on the table above, we can see that all variables in this model show high predictive ability, with a Q2 value of 0.575.

Path Coefficient

Table 9. Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Value	Results
Customer Experience → Purchase Decision	0.502	4,975	0.000	Accepted
Price Perception → Purchase Decision	0.209	2,203	0.028	Accepted
Word of Mouth → Purchase Decision	0.279	2,657	0.008	Accepted

Source: Author, 2025

The hypothesis tests are considered acceptable if the P value is below 0.05 and the T statistic in the path coefficient table exceeds 1.96. As shown in Table 9, the relationship between customer experience and purchasing decisions yields a T value of 4.975 (which is greater than 1.96) and a P value of 0.000 (below 0.05), indicating significance. Similarly, the relationship between price perception and purchasing

decisions exhibits a T value of 2.203 (above 1.96) with a P value of 0.028 (below 0.05). Moreover, the connection between word of mouth and purchasing decisions is supported by a T value of 2.657 (above 1.96) and a P value of 0.008 (below 0.05). Therefore, these data indicate that the hypothesis results are acceptable because they meet the criteria of the applicable measurement standards.

Model Fit

Table 10. Model Fit

	Saturated Model	SSE
SRMR	0,065	0,065
d_ ULS	0,639	0,639
d_ G	0,520	0,520
Chi-Square	355,005	355,005
NFI	0,829	0,828

Source: Author, 2025

Referring to Hu and Bentler (1998), SRMR (Standardized Root Mean Square Residual) values of less than the model fit analysis reveal that both the saturation model and the proposed model show an SRMR value of 0.065. This value is not only below the generally accepted threshold (0.08), this also suggests that the model in use shows a very strong fit with the collected data. This finding confirms the reliability of the

0.10 or 0.08 are recognized as indicators of good model fit. In the context of this study, the results of model in representing the existing data structure, which in turn strengthens the validity of the research results obtained. Therefore, it can be concluded that the proposed model meets high standards in terms of model fit and can be relied upon in further analysis.

IMPLICATIONS TO MANAGEMENT

This research recommends Angel Kebaya to improve service quality through employee training, implement transparent and competitive pricing strategies, and encourage positive customer reviews to strengthen brand

reputation. Continuous efforts in monitoring customer satisfaction through surveys and evaluations are also recommended to ensure the strategies implemented are in line with consumer needs.

ACADEMIC IMPLICATIONS

This study enriches the marketing literature by highlighting the role of customer experience, price perception and word of mouth in influencing purchasing decisions. The findings open up further research opportunities, such as the exploration of digital marketing elements to strengthen customer experience and WOM, as well as the development of conceptual models relevant to other industries.

CONCLUSION

This study analyzes the effect of customer experience, price perception, and word of mouth on purchasing decisions at Angel Kebaya stores. The results showed that positive customer experience significantly influenced purchasing decisions. Customers who

feel satisfied with the service and products at Angel Kebaya are more likely to make repeat purchases. In addition, good price perceptions also play an important role in purchasing decisions. Consumers who perceive the price of products at Angel Kebaya to be commensurate with their quality are more likely to purchase. Lastly, word of mouth or recommendations from others have proven to have a big impact. When customers hear positive experiences from friends or family about Angel Kebaya, they are more encouraged to buy from the store. Thus, customer experience, price perception, and word of mouth all have a significant influence on purchasing decisions at Angel Kebaya store.

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