

Analysis of the Factors of Word of Mouth, Consumer Experience, and Consumer Satisfaction Influencing Generation Z's Decision in Choosing a Cellular Provider

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Generation Z, as digital natives, heavily relies on the internet and tends to choose cellular providers based on network quality, speed, and user experience. Although XL Axiata offers competitive package prices, various complaints regarding signal stability, internet speed, and customer service have led to a decrease in interest from Generation Z. Additionally, the negative influence of word of mouth on social media, unsatisfactory consumer experiences, and low customer satisfaction have contributed to users switching to other providers, such as Telkomsel, which is perceived as more stable. This indicates that service quality and consumer satisfaction are key factors in determining Generation Z's purchasing decisions regarding cellular providers. This study was conducted at Universitas Prima Indonesia using a quantitative causal approach to analyze the impact of word of mouth, consumer experience, and consumer satisfaction on purchasing decisions. A sample of 96 respondents was determined using the Lemeshow formula with accidental sampling technique. The data used consisted of primary and secondary data, which were analyzed using multiple linear regression. Based on the research findings, it can be concluded that word of mouth, consumer experience, and consumer satisfaction each have an impact on Generation Z's decision-making in choosing a cellular provider, and simultaneously, these three variables also significantly influence purchasing decisions.

Keywords: Word of Mouth, Consumer Experience, Consumer Satisfaction, Consumer Decision

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1. Introduction

Generation Z (Gen Z) is a group of young individuals born between 1997 and early 2012, who now dominate the digital market in Indonesia (Tirtayasa et al., 2025). They are known as digital natives because they grew up alongside the rapid development of information and communication technology (Pakpahan et al., 2024). Gen Z has unique characteristics, such as quickly absorbing information, being critical when evaluating products or services, and being highly influenced by reviews and opinions on social media (Huwaida et al., 2024). In daily life, they heavily rely on internet connections for various needs such as communication, education, work, entertainment, and economic transactions. Therefore, choosing a cellular provider becomes an important decision for Gen Z, and they tend to choose providers that offer the best service quality, competitive prices, and a satisfying customer experience (Hs et al., 2024).

The rapid development of information technology has significantly changed consumer behavior (Thamrin et al., 2025). The internet, smartphones, and various digital applications have become integral to people's activities (Lubis et al., 2023). In this fast-paced world, stable internet networks and access speeds are a top priority for consumers (Effendi et al., 2023). For Gen Z, technology is not just a tool, but a primary need to support their lifestyle. Therefore, cellular providers in Indonesia are required to not only provide internet access but also ensure excellent service quality that meets the digital needs of society. Technology also

encourages the emergence of new choices in the market, which makes consumers more selective and critical in making purchasing decisions.

Indonesia has several major cellular providers competing to offer the best network to their consumers. Some of them include Telkomsel, XL Axiata, Indosat Ooredoo Hutchison, Smartfren, and others. Each provider has its strengths, such as network coverage, internet speed, data package prices, and customer service. Among them, Telkomsel remains the dominant player with the widest network coverage and relatively stable signal quality, even in remote areas. Indosat and XL Axiata are usually more competitive in terms of prices and large data quotas. However, a significant challenge remains in how providers can maintain consistent service quality, as poor experiences with connectivity or service can directly affect customer satisfaction and loyalty, especially among Gen Z, who are intolerant of technical disruptions.

XL Axiata is one of the telecommunications companies that have operated for a long time in Indonesia and was once the top choice for many young users due to competitive rates and various product innovations like the Xtra Combo package, XL Prioritas, and digital application bundling programs. XL has also been aggressively expanding its 4G network and working to enhance the user experience by strengthening digital services. However, in recent years, XL has faced significant challenges in retaining and increasing its user base, particularly among Gen Z. Although XL's data package prices are affordable, many consumers complain about signal stability, inconsistent internet speeds, and slow customer service response times. This has become one of the factors that have decreased Gen Z's interest in XL.

The Indonesian telecommunications industry is highly competitive, with each provider trying to win consumers' hearts through various marketing strategies, product innovations, and network infrastructure improvements. In this context, XL Axiata has seen a decline in active users, especially from Gen Z. Despite continuing to innovate and offer cheap data packages, XL still struggles to compete with providers like Telkomsel, which has a more stable network reputation. This decline is evident from how rarely XL is the first choice for Gen Z when purchasing new data packages or renewing subscriptions. The intense competition, coupled with Gen Z's high expectations regarding quality, forces XL to reassess its service strategies to avoid further loss of this potential young market.

When compared, Gen Z in Indonesia is more likely to choose Telkomsel as their main provider over XL, even though Telkomsel's prices are higher. This is due to the perception that Telkomsel's network is more stable, faster, and available even in remote areas. Gen Z tends to prioritize a smooth user experience without interruptions, even if it means paying more. On the other hand, even though XL offers cheap internet packages and large data quotas, negative experiences from previous users make Gen Z feel dissatisfied. This difference illustrates that the quality and reliability of the network are more important than the price for young consumers when making purchasing decisions (Aditya & Yasa, 2024). One important factor affecting the decline in purchasing decisions among Gen Z towards XL is negative word of mouth (WOM). Negative reviews widely spread on social media and digital forums like Twitter and TikTok about XL's poor network service make potential customers hesitant to try or continue using the service (Fitriani & Sari, 2024). Gen Z is highly influenced by the opinions of others, especially when shared by close friends or influencers. When many people complain about XL's unstable internet connection or slow customer service, it creates a strong negative perception. This negative WOM accelerates Gen Z's loss of interest in choosing XL, as they consider the provider incapable of meeting their high digital needs (Herlina, 2021).

In addition, poor consumer experiences also contribute to the accelerated decline in Gen Z's interest in XL. Many users complain about frequent disconnections, slow speeds, or internet services not matching advertisements. Some users are also disappointed with the long response times or unhelpful customer service. Gen Z, with its low tolerance for technological disruptions, tends to switch providers immediately

when experiencing unsatisfactory service. Even a single disruption can be enough to make them lose trust. These negative experiences not only cause the affected users to stop using XL but also spread to other potential users through social media and everyday conversations (Hidayat & Lestari, 2023; Nugroho, 2023; Prasetyo & Wulandari, 2022).

When the service does not meet expectations, such as slow internet speeds despite expensive packages or frequent signal disruptions in densely populated areas, customers feel dissatisfied and do not want to continue using the service. Low satisfaction leads to a decrease in loyalty, even prompting active users to switch to other providers. In XL's case, this dissatisfaction is significantly visible through the numerous complaints and user migrations to competitors like Telkomsel or Indosat. Without significant improvements in service and customer satisfaction, XL will find it increasingly difficult to compete and retain Gen Z customers, who are highly critical of quality (Rachmad et al., 2024; Rahmadhani, 2021).

Based on the background outlined above, the author is interested in conducting research titled: The Impact of Word of Mouth, Consumer Experience, and Consumer Satisfaction on the Purchasing Decisions of Generation Z in Choosing a Cellular Provider (Lestari & Maulana, 2024; Priyatno, 2022; Putri & Handayani, 2022).

2. Method

This research adopts a quantitative approach due to its systematic and well-structured flow. The type of research applied is quantitative with a causal or explanatory nature, aimed at analyzing the cause-and-effect relationship between two distinct variables. In this study, changes in one independent variable will affect or cause changes in the dependent variable. The population in this study includes all students from the Faculty of Economics at Universitas Prima Indonesia who are users of the XL provider, with the exact number being unknown or biased. Therefore, the sampling technique used is the Lemeshow formula, which allows for the calculation of the sample size when the population is not precisely known. The sampling method applied is accidental sampling, where respondents are selected randomly based on their availability and willingness to participate in the study. From the formula, the sample size is determined using the Lemeshow formula with a maximum estimate of 50% and a margin of error of 10%. Based on the calculation, the sample size is set to 96 people.

3. Results And Discussion

Descriptive Statistics

Table 1. Descriptive Statistics

		<i>Word of Mouth</i>	Consumer Experience	Consumer Satisfaction	Purchase Decision
N	Valid	96	96	96	96
	Missing	0	0	0	0
	Mean	26.95	28.79	30.86	22.63
	Median	28.00	30.00	32.00	24.00
	Mode	29	28 ^a	32	26

Based on Table 1 Statistics, all the variables studied, namely Word of Mouth, Consumer Experience, Consumer Satisfaction, and Purchase Decision, have a valid data count of 96 respondents with no missing data. The mean values indicate that Consumer Satisfaction has the highest mean of 30.86, followed by Consumer Experience at 28.79, Word of Mouth at 26.95, and Purchase Decision at 22.63.

The median values for each variable are relatively higher than the mean values, indicating that the data tends to fall within the upper-middle category. Meanwhile, the mode values show the most frequently occurring scores, with Consumer Satisfaction having the highest mode of 32, while Consumer Experience has more than one mode, with the smallest value being 28. Overall, these descriptive statistics suggest that respondents tend to have a high level of satisfaction and experience, which could potentially influence word of mouth and purchase decisions.

Classical Assumption Test Results

Normality Test Results

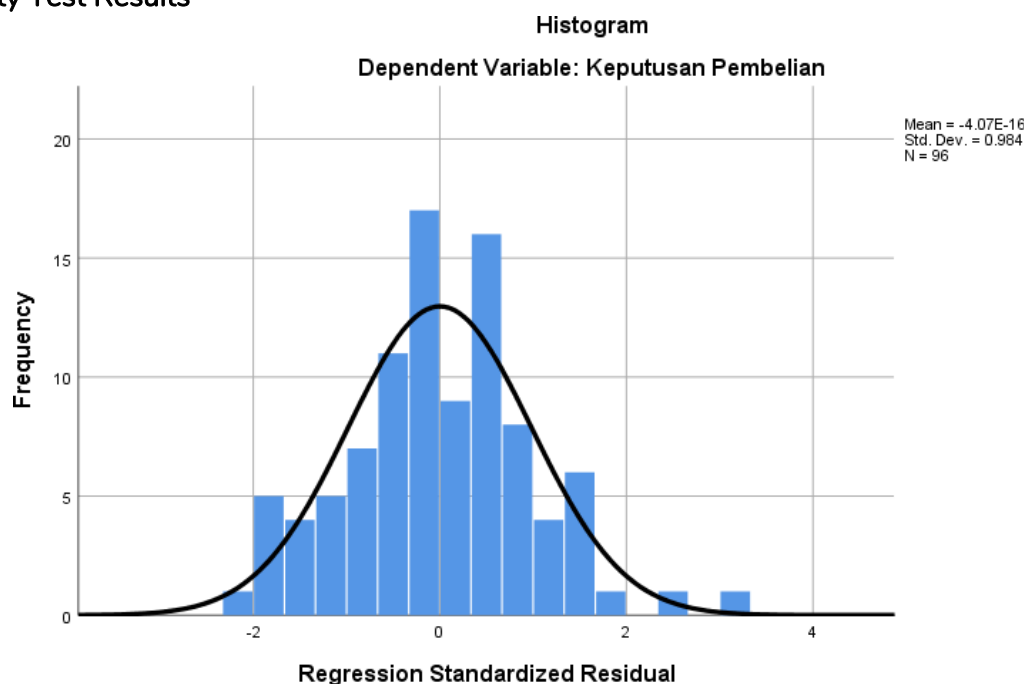


Figure 1. Results of Data Normality Test

The histogram shown in the image indicates the normality test for the dependent variable "Keputusan Pembelian" (Purchase Decision). The distribution appears to be symmetrical, with the highest frequency of observations centered around zero, resembling a bell-shaped curve typical of a normal distribution. There is no significant skewness, as the data is evenly distributed on both sides of the peak, further suggesting normality. The distribution also shows moderate kurtosis, with the peak neither too sharp nor too flat, which is consistent with a normal distribution. Based on these observations, it can be concluded that the residuals from the regression analysis are approximately normally distributed. This satisfies the assumption of normality, which is essential for conducting valid and reliable parametric tests, such as regression analysis.

Multicollinearity Test

Table 2. Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Word of Mouth	0.479	2.088
Consumer Experience	0.522	1.917
Consumer Satisfaction	0.801	1.248

Based on the table above, it can be seen that for each variable, the tolerance value is greater than 0.1 and the VIF value is less than 10. Therefore, no multicollinearity issues were found in this study. Specifically, Word of Mouth has a tolerance value of 0.479 and a VIF of 2.088, Consumer Experience has a tolerance value of 0.522 and a VIF of 1.917, and Consumer Satisfaction has a tolerance value of 0.801 and a VIF of 1.248.

1.248. These findings indicate that there is no issue with multicollinearity in the model, as the tolerance values above 0.1 and VIF values below 10 are within the acceptable thresholds. In multicollinearity analysis, tolerance values close to 0 (or VIF values above 10) suggest potential multicollinearity problems, where independent variables may be highly correlated with each other, leading to unreliable regression coefficients. However, in this case, all variables show no signs of severe multicollinearity, meaning the independent variables are not highly correlated with each other. This strengthens the validity of the regression model, ensuring that the relationships between the variables can be interpreted independently. Therefore, it can be concluded that the model does not suffer from multicollinearity issues, which makes the results of the analysis more reliable and robust.

Heteroscedasticity Test

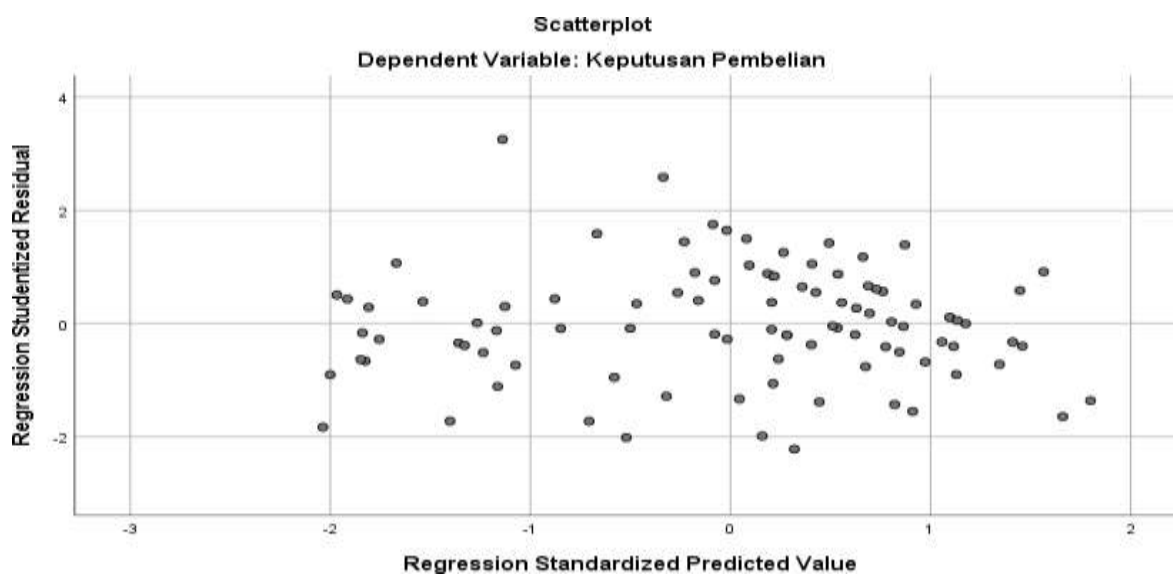


Figure 2. Scatterplot of Heteroscedasticity Test

Based on the scatterplot presented, it can be seen that the data points are scattered randomly and do not form a clear, distinct pattern, as they are evenly spread both above and below zero on the Y-axis. This indicates that there is no heteroscedasticity in the regression model, meaning that the regression model can be used to predict Purchase Decision based on the input of the independent variables.

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	1.115	2.133		.523	.603		
	Word of Mouth Consumer Experience	.152	.057	.235	2.659	.009	.479	2.088
	Consumer Satisfaction	.391	.062	.533	6.293	.000	.522	1.917
	Consumer Satisfaction	.200	.073	.187	2.742	.007	.801	1.248

It can be explained as follows:

1. The constant (1.115) indicates that when the variables Word of Mouth, Consumer Experience, and Consumer Satisfaction are zero, the Purchase Decision will still have a value of 1.115.

2. Word of Mouth has a regression coefficient of 0.152 with a significance value of 0.009 (< 0.05), which means that Word of Mouth has a positive and significant effect on the Purchase Decision. This means that for every one-unit increase in Word of Mouth, the Purchase Decision will increase by 0.152, assuming other variables remain constant.
3. Consumer Experience has a regression coefficient of 0.391 with a significance value of 0.000 (< 0.05), indicating a positive and significant effect on the Purchase Decision. This means that the better the experience felt by consumers, the more the Purchase Decision will increase by 0.391.

Coefficient of Determination Test

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.810	.656	.645	2.119

Based on the table above, the adjusted R square value is 0.645. This indicates that the variables Word of Mouth (X1), Consumer Experience (X2), and Consumer Satisfaction (X3) can explain 64.5% of the variation in Purchase Decision (Y). Meanwhile, the remaining 35.5% is attributed to the influence of other independent variables that were not analyzed in this study.

F Test

Table 5. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	787.272	3	262.424	58.425	.000
Residual	413.228	92	4.492		
Total	1200.500	95			

Based on the table above, the F table value is 2.70 and the significance level $\alpha = 5\%$ (0.05), while the F calculated value is 58.425 with a significance value of 0.000. These findings indicate that the study accepts H_a and rejects H_0 . The comparison between F calculated and F table proves that, simultaneously, Word of Mouth, Consumer Experience, and Consumer Satisfaction have a significant impact on Purchase Decision.

t-test

Table 10. t-test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	1.115	2.133			.523	.603		
	Word of Mouth	.152	.057	.235		2.659	.009	.479	2.088
	Consumer Experience	.391	.062	.533		6.293	.000	.522	1.917
	Consumer Satisfaction	.200	.073	.187		2.742	.007	.801	1.248

Based on the table above, the following can be observed:

1. For the Word of Mouth (X1) variable, the t calculated value of 2.659 indicates that t calculated is greater than t table (1.987), with a significance level of 0.009, which is less than 0.05. This indicates a positive and significant partial effect between Word of Mouth and Purchase Decision.

2. For the Consumer Experience (X2) variable, the t calculated value is 6.293, which is also greater than t table (1.987), with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that Consumer Experience has a significant partial effect on Purchase Decision.
3. For the Consumer Satisfaction (X3) variable, the t calculated value of 2.742 indicates that t calculated is greater than t table (1.987), with a significance level of 0.007, which is less than 0.05. This shows a significant partial effect between Consumer Satisfaction and Purchase Decision.

Discussion

The Influence Of Word Of Mouth On Generation Z's Decision In Choosing

Based on the regression analysis, Word of Mouth has a significant and positive effect on Purchase Decision. The regression coefficient for Word of Mouth is 0.152, with a significance value of 0.009, which is less than the 0.05 threshold. This means that for every one-unit increase in Word of Mouth, the Purchase Decision will increase by 0.152, assuming other variables remain constant. The t-test value for Word of Mouth is 2.659, which is greater than the t-table value of 1.987, further confirming that Word of Mouth has a significant partial effect on the decision-making process of Generation Z in selecting a cellular provider (Rahmawati & Hadi, 2022; Ramadhani, 2022; Riyanto & Hatmawan, 2020).

Therefore, Word of Mouth plays a crucial role in shaping the purchasing decisions of Generation Z, highlighting its importance in the cellular provider selection process. Positive word of mouth, especially from trusted peers or influencers, influences Generation Z to choose a specific provider, while negative reviews may deter them from making a purchase. This is particularly relevant in the context of digital natives, who are highly influenced by online opinions and recommendations from their social circles.

The Influence Of Consumer Experience On Generation Z's Decision In Choosing

Based on the regression analysis, the Consumer Experience variable has a regression coefficient of 0.391, with a significance value of 0.000, which is less than 0.05. This indicates a positive and significant effect on Purchase Decision. For every one-unit improvement in Consumer Experience, the Purchase Decision will increase by 0.391, assuming other variables remain constant. The t-test value for Consumer Experience is 6.293, which is significantly higher than the t-table value of 1.987, further confirming that Consumer Experience has a strong partial effect on the decision-making process of Generation Z in selecting a cellular provider. This means that the better the experience consumers have with a provider, the more likely they are to choose that provider again or recommend it to others. For Generation Z, who are accustomed to seamless and high-quality digital experiences, a positive Consumer Experience becomes a key factor in their decision to choose a cellular provider. The ease of use, network stability, speed, and customer service quality all contribute to shaping their perception of the provider, influencing their choice significantly (Robin et al., 2024; Santoso; 2024)(Tobing et al., 2021).

The Influence Of Consumer Satisfaction on Generation Z's decision in choosing

The regression analysis shows that Consumer Satisfaction has a regression coefficient of 0.200, with a significance value of 0.007, which is less than the 0.05 threshold. This indicates a positive and significant effect on Purchase Decision. For every one-unit increase in Consumer Satisfaction, the Purchase Decision will increase by 0.200, assuming other variables remain constant. The t-test value for Consumer Satisfaction is 2.742, which is higher than the t-table value of 1.987, confirming that Consumer Satisfaction has a significant partial effect on Purchase Decision (Santoso & Dewi, 2023; Siregar, 2023)(Lim et al., 2024)(Winardy et al., 2021).

This means that Generation Z's satisfaction with a cellular provider strongly influences their decision to continue using that provider or recommend it to others. Consumer Satisfaction encompasses various

factors such as the quality of service, pricing, network reliability, customer support, and overall user experience. When Generation Z feels satisfied with a provider's offerings, they are more likely to remain loyal and make purchasing decisions that favor that provider. Therefore, maintaining high Consumer Satisfaction is essential for cellular providers to attract and retain Generation Z consumers, who prioritize reliability and quality in their choices. Satisfaction leads to trust, which significantly influences their decision-making process, reinforcing the importance of delivering exceptional service and meeting the expectations of this digital-savvy generation (Syamsudin, 2023; Terimajaya et al., 2024).

The Influence Of Word Of Mouth Recommendations, Consumer Experience, And Consumer Satisfaction On Generation Z's Decision-Making

The analysis reveals that all three variables Word of Mouth, Consumer Experience, and Consumer Satisfaction—positively and significantly affect the Purchase Decision. Word of Mouth has a considerable impact as Generation Z is highly influenced by the opinions and experiences shared by peers or influencers. Positive reviews encourage potential customers to consider a provider, while negative feedback can lead to avoidance. Consumer Experience also plays a crucial role, as Generation Z values seamless, reliable, and efficient service, such as fast network speeds and responsive customer support. The better the experience, the higher the likelihood that they will choose and remain loyal to the provider. Furthermore, Consumer Satisfaction significantly affects the Purchase Decision, with satisfied customers more likely to continue using the provider and recommend it to others (Santoso & Dewi, 2023; Siregar, 2023) (Manurung et al., 2025) (Khairani et al., 2025). This positive cycle further influences others through Word of Mouth. Therefore, the combination of positive Word of Mouth, a satisfying Consumer Experience, and high Consumer Satisfaction are essential factors that shape Generation Z's decisions, making it vital for cellular providers to focus on these areas to increase loyalty and influence purchasing behavior.

4. Conclusion

The conclusions drawn from this study are as follows: Word of Mouth, Consumer Experience, and Consumer Satisfaction all significantly influence Generation Z's decision in choosing a cellular provider. Furthermore, the combination of these three factors collectively impacts their purchase decisions. Based on these findings, it is recommended that future researchers use this study as a foundation and reference to further explore Generation Z's consumer behavior, particularly regarding decisions made when selecting a cellular provider. Additionally, this research opens the opportunity to incorporate other variables beyond Word of Mouth, Consumer Experience, and Consumer Satisfaction to enrich the theoretical development and research outcomes in the fields of marketing and consumer behavior (Wijaya, 2021).

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