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The effect of the 4Ps marketing mix and e-WOM on Gen Z consumers' purchasing decisions: A case study at Chalissa Studio in Cianjur

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ABSTRACT

This study aimed to evaluate how the 4Ps of the Marketing Mix and E-WOM influence Gen Z customers' purchasing behavior at Chalissa Studio. Using purposeful sampling, the quantitative method employed in this study involved administering a closed questionnaire to 100 participants. Instrument testing, classical assumption testing, multiple linear regression testing, hypothesis testing, and coefficient of determination testing (R2) were used to analyze the gathered data to ascertain the simultaneous and partial effects among variables. This research indicates that: (1) The product has a regression coefficient of 0.317 and a t-value of 12.672, both of which are positive and statistically significant; (2) Price has a substantial but unfavorable effect, as shown by the t-value of -13.079 and the regression coefficient of -0.810. (3) The location has a statistically significant and positive t-value of 2.080 and a regression coefficient of 0.044; (4) The regression coefficient for promotion is 0.272, and the t-value is 2.938, both of which are positive and statistically significant; (5) With a regression coefficient of 0.898 and a t-value of 16.974, which are both statistically significant and positive, E-WOM is said to be positive; (6) The 4P Marketing Mix and E-WOM with an F-value of 855.291; (7) The impact of the 4P Marketing Mix and E-WOM on purchase decisions is shown by the R Square value of 0.978, or 97.8%, with the other 2.2% being attributable to other factors not addressed in this research.

Keywords: 4Ps marketing mix; E-WOM; purchasing decision

1. INTRODUCTION

The beauty service sector has witnessed an increase in activity over the past few years, especially due to the development of digital technology and social media (Ros-Sanchez et al., 2023). Generation Z refers to individuals born between 1997 and the early 2010s (Mutiarrama et al., 2024). This generation is recognized for specific traits, including a focus on social issues and a strong desire for impeccable appearances. Consumers, especially Generation Z, are now more influenced by content circulating on social media, such as Instagram and TikTok, than by relying solely on conventional advertising to choose a beauty salon. Before deciding to buy or use a service, reviews, testimonials, and advice from other users (also known as e-WOM) are important sources of information. This trend is now clearly visible, especially among Gen Z, with the rise of beauty salons that provide various facial and body care treatments, including lash lifts, eyelash extensions, eyebrow treatments, waxing, manicures, pedicures, and beauty items such as lip and eyelash serums. The pursuit of an ideal look and the desire to appear appealing during different events prompt women to dedicate more resources to self-care (Saxena, 2025). Consequently, the beauty service industry is regarded not merely as a trend in lifestyle but also as a vital necessity, evolving as consumers grow increasingly aware of the importance of their appearance and self-care needs.

This phenomenon is evident in local beauty businesses, including beauty studios in the Cianjur area, such as Chalissa Studio. Many similar businesses offer comparable services; therefore, competition occurs not only in terms of product or treatment quality but also in terms of price, location, digital promotions, and the impression created by customer reviews on social media. This situation makes customer purchasing decisions more dynamic and subject to change, based on their perception of value. This change in behavior necessitates that businesses gain a deeper understanding of the marketing factors that influence consumers' purchasing decisions today. Therefore, it is important to research the influence of the 4P marketing mix combined with e-WOM, as both reflect the real conditions of service marketing in the digital era and are relevant to addressing the challenges of the beauty business today.

Chalissa Studio was established with the aim of offering distinctive and convenient beauty products and services, particularly focused on nail care and overall beauty. Founded in 2022 by Salma Zahra Khairunnisa, the studio is situated in the center of Cianjur City at Jalan Pangeran Hidayatullah No. 97 Joglo, located on the second floor above Indomaret and Apotek K24 Cianjur, provides a cozy at-home atmosphere. Chalissa Studio focuses on beauty salon services and skincare items. The concept of Chalissa Studio originated from the need to cater to the community, especially women, with beauty products. By keeping up with the latest beauty trends and advancements in design and materials, Chalissa Studio offers a selection of products and services that promise high quality and reliable service.

The following are Chalissa Studio's sales or revenue data for the periods May-December 2024 (Figure 1) and January-July 2025 (Figure 2).

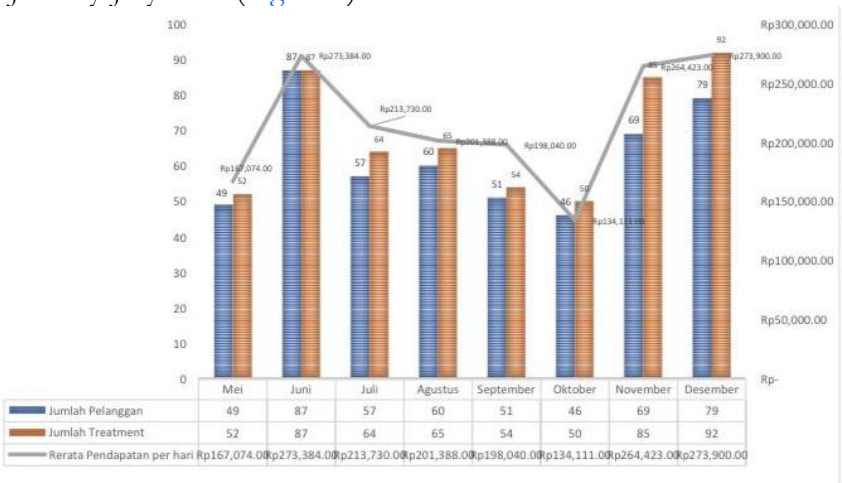

Figure 1. Chalissa Studio's revenue for the period May-December 2024

Notes:
Blue: number of customers
Orange: number of treatment
Grey: average income per day

Source: Internal data of Chalissa Studio (2025)

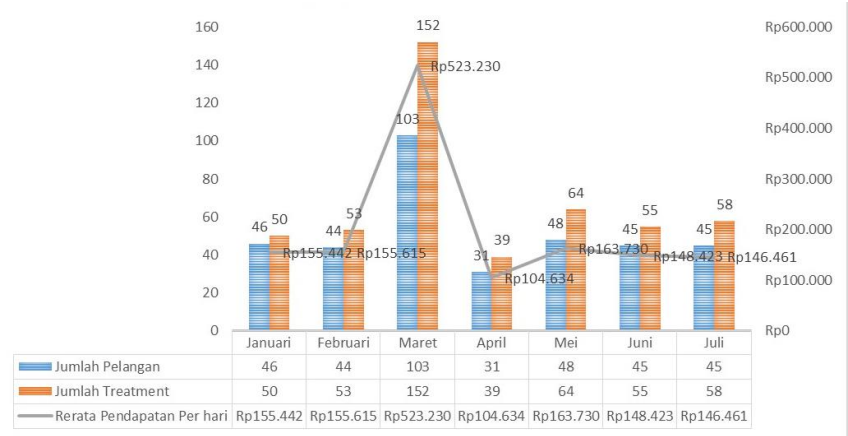

Figure 2. Chalissa Studio's revenue for the period January-July 2025

Notes:
Blue: number of customers
Orange: number of treatment
Grey: average income per day

Source: Internal data of Chalissa Studio (2025)

Based on the diagram, fluctuations or ups and downs in revenue can be observed. Revenue fluctuations are a major issue in sales volume. From January to July 2025, there was significant instability, with a peak in March, reaching the highest average daily income of IDR 523,230. However, there was a marked decline from April to July 2025, with the average daily income continuing to decline. This reflects the challenges in retaining customers and the effectiveness of treatments, which can directly impact income uncertainty. Efforts to analyze the factors influencing these fluctuations are crucial for formulating effective marketing strategies to optimize sales for rapid progress.

In a tough business climate, companies must adopt effective and focused marketing techniques (Pangarkar & Prabhudesai, 2024). One traditional yet relevant method is the 4P marketing mix (product, price, place, and promotion) alongside e-WOM. These five components are essential tools for attracting and retaining customers. According to Gracia and Nugroho (2024), the marketing mix lays the groundwork for creating strategies that affect buying choices. In the service sector, this strategy faces specific obstacles because customers purchase not only products but also personal experiences and quality of service.

The marketing mix comprises the "four Ps,": Product, Price, Place, and Promotion. A product is a blend of goods and services aimed at consumers. Price indicates the cost of obtaining a product. Place includes a range of actions taken to provide products to consumers. Promotion highlights the advantages of a product and encourages buyers to purchase it (Hariyanto, 2016).

e-WOM is a way for consumers to talk to each other using online platforms, including reviews or messages on sites like Instagram, YouTube, or TikTok, where people share their experiences about a product or service (Pratiwi & Silitonga, 2024). This type of communication occurs naturally and is often seen as more genuine because it relies on true experiences rather than stories made up by the brand. This is evident in Pixy products (Himmah & Prihatini, 2021), where customers' positive views of the brand are significantly shaped by feedback and stories from other users.

Compared to traditional advertising, which typically only comes from business owners or brands, e-WOM is viewed as more reliable and believable. This is because people tend to put more faith in what fellow customers say about products or services, especially when similar information is shared across various places (Syahda et al., 2024). e-WOM travels fast and reaches many people, assisting in spreading information and shaping how individuals perceive a brand quickly (Liu et al., 2024). In the realm of online marketing, e-WOM has become a crucial element of effective ad campaigns, especially in the beauty sector. These days, potential buyers usually look for feedback or reviews from others before making a purchase or using a service.

Decisions about buying services are complicated as they are closely tied to how consumers view service quality, trustworthiness, ease of access, and emotional significance. A thorough comprehension of how all components of the marketing mix interact can assist businesses in generating the value that consumers anticipate (Wardiman, 2022). Nevertheless, the majority of earlier research has concentrated on only one or two components of the marketing mix. For instance, they focus solely on the effects of product and promotion, neglecting to acknowledge price and location as equally important elements, particularly in the service sector, which is very responsive to perceptions of value and the availability of services (Akhmalia, 2023).

In a changing market environment, the features of a product and the behavior of consumers can impact how well the marketing mix works. The significance of taking into account market traits and consumer habits when creating an effective marketing strategy (Muslikah & Dupri, 2022). This indicates that a universal strategy for implementing the marketing mix does not exist. Therefore, businesses must perform thorough analyses to grasp the needs and preferences of their customers (Gracia & Nugroho, 2024).

This study refers to a number of previous studies, including: research by (Diansyah & Utami, 2022) found that promotion has a significant effect on consumer purchasing interest, where promotions that are intensive, attractive, and relevant are able to attract attention and build consumer interest in a product or service. Research by (Ilyas et al., 2023) examined consumers of PT Dynamic Buah Nusantara and found that price has a significant effect on customer satisfaction. Consumers consider a price to be fair when it suits their needs, and feel burdened if the price is too high. This indicates that price is not just about purchasing power but also about perceived value. In the study by (Kenang, 2025), based on the T-test, it was found that product variable was accepted, the price variable was accepted, but the promotion variable did not have a positive and significant effect, and the place variable did not have a positive effect but was significant on the purchase decision. Therefore, it was concluded that the product variable (X1), price variable (X2), promotion variable (X3), and place variable (X4) simultaneously (together) have a positive and significant effect on purchase decisions. It was also found by (Pratiwi & Silitonga, 2024) that e-WOM has a significant impact on brand image and purchasing decisions. As seen in the case of Pixy products (Himmah & Prihatini, 2021) , where consumers' positive perceptions of the brand are directly influenced by e-WOM or reviews and testimonials from other users. The results of the study conducted by (Himmah & Prihatini, 2021) on the influence of e-WOM on brand image and purchasing decisions in the case of Pixy products show that e-WOM has a significant positive impact on brand image and purchasing decisions. This is because consumers' positive perceptions of the brand are directly influenced by e-WOM or reviews and testimonials from other users.

While numerous studies have examined the impact of the marketing mix on purchasing behavior, certain areas still need additional investigation. In the service industry, there has been little research on how the four elements of the 4Ps relate to e-WOM. Many earlier studies have concentrated on just one or two aspects of the marketing mix (Dwinanda, 2024). The impacts of specific marketing mix components, known as the 4Ps, have been thoroughly studied; nevertheless, the role of digital communication methods, like e-WOM, which are becoming more important in consumer choices particularly in the age of social media and online platforms has not been given sufficient focus. To fill this gap, this study comprehensively examines how all components of the 4P marketing mix, together with e-WOM, affect consumer behavior in the service industry as a new dimension. It is thought that this thorough method offers a clear insight into how clients choose beauty services.

Consequently, the title of this work will be "The Effect of the 4Ps Marketing Mix and e-WOM on the Purchasing Decisions of Gen Z Consumers (A Case Study of Chalissa Studio in Cianjur)". Amid intensifying industry competition, it is hoped that the findings of this research will offer strategic insights to Chalissa Studio and other service firms in designing the best marketing plan to satisfy consumer demands, particularly for local beauty service businesses. This allows companies to retain or even grow their clientele and revenue consistently in the face of competition in the beauty service sector.\

2. RESEARCH METHODOLOGY

In this work, a quantitative strategy using an associative technique was employed. A quantitative methodology is chosen because it allows for an unbiased and systematic analysis of the interactions between variables through statistical data analysis. An associative framework was employed because the purpose of this research was to determine the relationship and effect between different factors. According to (Sugiyono, 2021), associative research seeks to explore the relationship between two or more variables. The goal of this study, in this context, was to determine the degree to which the independent variables, the 4P marketing mix and e-WOM affect the dependent variable, which is consumer purchasing behavior at Chalissa Studio Cianjur.

The study took place in Cianjur, specifically at a beauty salon named Chalissa Studio. The group studied included people who followed Chalissa Studio's official page on Instagram, which had 2,389 followers. Since not everyone in this group was an active customer, the researchers opted for purposive non-probability sampling, a technique for selecting samples based on specific criteria. Following the viewpoint of (Memon et al., 2025), purposive sampling was used because the researcher aimed to choose subjects who were most likely to have a good understanding of the issue at hand. The number of participants was decided using the Slovin formula, as referenced in (Memon et al., 2020). With the population size already known for this research, the researchers worked out the sample size through the Slovin formula. According to this formula, the sample size calculated was 96 participants, but the researcher chose to increase it to 100 participants.

Data were gathered through a standardized questionnaire using a Likert scale. The evaluation was conducted with SPSS version 31, including tests for the instrument's validity and reliability, classical assumption assessments (such as normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, hypothesis evaluation (t-tests and F-tests), and the coefficient of determination (R^2) (Joaquim Pinto, 2024).

3. RESULT AND DISCUSSION

3.1 Result

3.1.1 Validity Test

The validity test was conducted on the initial group of 30 participants with the help of SPSS Statistics software version 31. The validity results from the 30 individuals were deemed acceptable if the calculated r value was above the r value listed in the table. The r table was figured out with a significance level of 5%, yielding a value of 0. 361. According to the findings from the validity test conducted using SPSS 31, all instruments were regarded as valid if the overall r value exceeded the r table and the significance value was below 0. 05. See Table 1

Table 1. Results of the Validity Test for Product, Price, Place, Promotion, Electronic Word of Mouth, and Purchase Decision

Variable	Item	Calculated r	Table r	Description
X1	X1.1	0,594	0,361	VALID
X1	X1.2	0,572	0,361	VALID
X1	X1.3	0,684	0,361	VALID

X1	X1.4	0,603	0,361	VALID
X1	X1.5	0,695	0,361	VALID
X1	X1.6	0,677	0,361	VALID
X1	X1.7	0,725	0,361	VALID
X1	X1.8	0,716	0,361	VALID
X2	X2.1	0,760	0,361	VALID
X2	X2.2	0,673	0,361	VALID
X2	X2.3	0,693	0,361	VALID
X2	X2.4	0,739	0,361	VALID
X2	X2.5	0,692	0,361	VALID
X2	X2.6	0,629	0,361	VALID
X3	X3.1	0,827	0,361	VALID
X3	X3.2	0,895	0,361	VALID
X3	X3.3	0,853	0,361	VALID
X3	X3.4	0,854	0,361	VALID
X3	X3.5	0,808	0,361	VALID
X4	X4.1	0,747	0,361	VALID
X4	X4.2	0,878	0,361	VALID
X4	X4.3	0,773	0,361	VALID
X4	X4.4	0,683	0,361	VALID
X4	X4.5	0,494	0,361	VALID
X5	X5.1	0,445	0,361	VALID
X5	X5.2	0,637	0,361	VALID
X5	X5.3	0,582	0,361	VALID
X5	X5.4	0,684	0,361	VALID
X5	X5.5	0,693	0,361	VALID
X5	X5.6	0,664	0,361	VALID
X5	X5.7	0,494	0,361	VALID
X5	X5.8	0,530	0,361	VALID
X5	X5.9	0,734	0,361	VALID
X5	X5.10	0,400	0,361	VALID
X5	X5.11	0,569	0,361	VALID
X5	X5.12	0,757	0,361	VALID
Y1	Y1.1	0,779	0,361	VALID
Y1	Y1.2	0,612	0,361	VALID
Y1	Y1.3	0,660	0,361	VALID
Y1	Y1.4	0,614	0,361	VALID
Y1	Y1.5	0,766	0,361	VALID
Y1	Y1.6	0,742	0,361	VALID
Y1	Y1.7	0,533	0,361	VALID
Y1	Y1.8	0,681	0,361	VALID
Y1	Y1.9	0,756	0,361	VALID
Y1	Y1.10	0,781	0,361	VALID

Source: Data processed using SPSS 31 (2025)

3.1.2 Reliability Test

See Table 2 for detail.

Table 2. Reliability Test Results for Product, Price, Place, Promotion, Electronic Word of Mouth, and Purchase Decision

Variable	Cronbach's Alpha	Conclusion	Description
Product	0,811	0,811 > 0,60	RELIABLE
Price	0,789	0,789 > 0,60	RELIABLE
Place	0,899	0,899 > 0,60	RELIABLE
Promotion	0,756	0,756 > 0,60	RELIABLE

Electronic Word of Mouth	0,833	0,833 > 0,60	RELIABLE
Purchase Decision	0,878	0,878 > 0,60	RELIABLE

Source: Data processed using SPSS 31 (2025)

In the research conducted by (Prasteyo & Jannah, 2014), Ghozali states that an instrument is deemed reliable if its Cronbach's alpha score is greater than 0. These numbers demonstrate the reliability of all the tools employed in this research. Consequently, the Cronbach's alpha value for each variable is greater than 0. It can be asserted that all research variables have satisfied the necessary criteria.

3.1.3 Normality Test

See Table 3 for detail.

Table 3. Kolmogorov-Smirnov Normality Test (One-Sample Kolmogorov-Smirnov Test)

Component	Statistic	Unstandardized Residual
N		100
Normal Parameters	Mean	.0000000
Normal Parameters	Std. Deviation	.56473665
Most Extreme Differences	Absolute	.061
Most Extreme Differences	Positive	.061
Most Extreme Differences	Negative	-.025
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 (Lilliefors)
Monte Carlo Sig. (2-tailed)	Sig.	.483
99% Confidence Interval	Lower Bound	.470
99% Confidence Interval	Upper Bound	.496

Notes: a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance. e. Lilliefors' method based on 10,000 Monte Carlo samples with starting seed 2,000,000.

Source: Data processed using SPSS 31 (2025)

Given these results, we accept H_0 because the significance levels for both Monte Carlo Sig. (0.483) and Asymp. Sig. (0.200) are higher than 0.05. There is no indication that the assumption of normalcy is violated. As a result, it can be inferred that the residuals of the regression model used in this study are normally distributed.

3.1.4 Multicollinearity Test

If the tolerance value is higher than 0.1 and the VIF value between independent variables is below 10, the model does not exhibit multicollinearity (Table 4).

Table 4. Multicollinearity Test: VIF (Variance Inflation Factor) Values

Model	Predictor	Tolerance	VIF
1	Product (X1)	.930	1.075
1	Price (X2)	.216	4.623
1	Place (X3)	.958	1.043
1	Promotion (X4)	.311	3.212
1	E-WOM (X5)	.171	5.832

Note: Dependent Variable: Purchase Decision (Y).

Source: Data processed using SPSS 31 (2025)

The tolerance value, which is the indicator of multicollinearity in the model, is greater than 0.1, and the figure shows that each independent variable's VIF value is less than 10. These findings lend credence to the model's independent variables not being multicollinear.

3.1.5 Heteroscedasticity Test

The investigator employed a scatter plot to examine the distribution pattern created by the studentized residual (SRESID) and the standardized predicted value (ZPRED) variables.

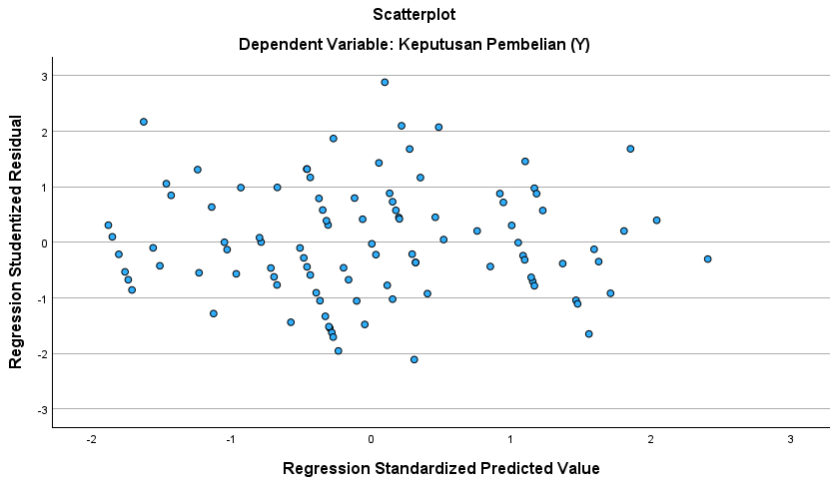

Figure 3. Scatterplot of the Heteroscedasticity test

Source: Data processed using SPSS 31 (2025)

In the plot displayed above (Figure 3), it is evident that there isn't a distinct pattern, since the data points are spread out haphazardly both above and below the zero line on the Y axis. The evaluation reveals that the points in the scatter plot are positioned at random around the zero line on the Y axis (residuals), suggesting that there is no evident trend in the residuals. There are no noticeable outliers, indicating that there are no data points that significantly differ from the rest. In conclusion, this scatterplot demonstrates that there are no indications of heteroscedasticity in the model that has been generated.

3.1.6 Multiple Linear Regression Test

See Table 5 for detail.

Table 5. Multiple Linear Regression Test (Coefficients)

Model	Predictor	B	Std. Error	Beta	t	Sig.
1	(Constant)	-.551	.699		-.787	.433
1	Product (X1)	.317	.025	.398	12.672	<.001
1	Price (X2)	-.810	.062	-.573	-13.079	<.001
1	Place (X3)	.044	.021	.040	2.080	.040
1	Promotion (X4)	.272	.092	.134	2.938	.004
1	E-WOM (X5)	.898	.053	.991	16.974	<.001

Note: Dependent Variable: Purchase Decision (Y).

Source: Data processed using SPSS 31 (2025)

According to the findings from the multiple linear regression analysis, five different factors were examined to see how they influence the Purchase Decision (Y), which is the outcome variable. The important regression formula can be expressed like this:

$$Y = -0{,}551 + 0{,}317X_1 - 0{,}810X_2 + 0{,}044X_3 + 0{,}272X_4 + 0{,}898X_5 + \epsilon$$

In summary, the findings of this research show that purchase decisions are greatly influenced by Product, Price, Place, Promotion, and E-WOM. Cost is an important factor, but it has an adverse effect, whereas electronic word of mouth is the most crucial among the five factors considered.

3.1.7 t-Test (Partial)

Table 6. Result of the t-test (Partial)

	Unstandardized	Coeficients	Standardized Coeficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	-.551	.699		-.787	.433
Product (X1)	.317	.025	.398	12.672	<.001
Price (X2)	-.810	.062	-.573	-13.079	<.001
Place (X3)	.044	.021	.040	2.080	.040
Promotion (X4)	.272	.092	.134	2.938	.004
E-WOM (X5)	.898	.053	.991	16.974	<.001

Note: Dependent Variable: Purchase Decision (Y).

Source: Data processed using SPSS 31 (2025)

It may be inferred from the t-test results shown in Table 6 that: (1) The t-test data, which has a p value of less than 0.001, demonstrates unequivocally that the product has a significant impact on consumer behavior. The hypothesis test result is accepted since $p < 0.05$, and the t-count value of 12.672 exceeds the t-table value (Dk=n-k) = 1.98. This indicates that the product has a major and favorable impact on consumers' purchasing decisions; (2) The t-test results show a large effect of pricing on consumer behavior, with $p < 0.001$, because $p < 0.05$. The t-value of -13.079 is larger than the t-table value, which is (Dk=n-k) = 1.98. This suggests that cost has a significant and detrimental influence on purchasing decisions. Because the course contradicts the theory, the conclusion is thus refuted; (3) According to the t-test findings, place has a significant impact on buying choices, with a p value of 0.040. The hypothesis test is approved since $p < 0.05$ because the t-count value of 2.080 is higher than the t-table value (Dk=n-k) = 1.98. As a result, a location has a major and beneficial influence on consumer choices; (4) The t-test data demonstrated that the promotion had a significant impact on consumers' purchasing decisions, with a p value of under 0.004. The hypothesis test option is acceptable because the t-value of 2.938 exceeds the t-table value of (Dk=n-k) = 1.98 and $p < 0.05$. According to this, marketing has a positive and substantial impact on consumer choices; (5) The t-test findings, in particular, demonstrate a significant value for the effect of e-WOM on purchasing decisions, with $p < 0.001$. The hypothesis test's conclusion is deemed acceptable since the t-value of 16.974 is higher than the t-table value (Dk=n-k) = 1.98, and p is less than 0.05. This shows how much of a beneficial influence e-WOM has on consumers' purchasing choices.

3.1.8 F-Test (Simultaneous)

Table 7. F-test (Simultaneous) Results (ANOVA)

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1436.426	5	287.285	855.291	<.001
1	Residual	31.574	94	.336		
1	Total	1468.000	99			

Notes: a. Dependent Variable: Purchase Decision (Y). b. Predictors: (Constant), E-WOM (X5), Product (X1), Place (X3), Price (X2), Promotion (X4).

Source: Data processed using SPSS 31 (2025)

The results from the ANOVA analysis (Table 7) reveal that the F-value is 855.291, along with a p-value that is less than 0.001. Because the p-value is below 0.05, we reject the null hypothesis H_0. As a result, we have enough proof to claim that the variables Product (X1), Price (X2), Place (X3), Promotion (X4), and E-WOM (X5) play a significant role in influencing the purchasing decisions of Gen Z customers (Y) at Chalissa Studio.

3.1.9 Coefficient of Determination Test (R^2)

Table 8. Results of the Coefficient of Determination Test (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.989	.978	.977	.580

Notes: a. Predictors: (Constant), E-WOM (X5), Product (X1), Place (X3), Price (X2), Promotion (X4). b. Dependent Variable: Purchase Decision (Y).

Source: Data processed using SPSS 31 (2025)

According to the R Square value of 0. 978 or 97.8% (Table 8), it shows that nearly all the changes in buying decisions can be understood through the five independent factors in this study's framework. On the other hand, the leftover 2.2% is affected by other elements or reasons that were not looked at in this research.

3.2 Discussion

3.2.1 The impact of product on Gen Z consumers' purchasing choices at Chalissa Studio

According to studies of Chalissa Studio customers, the product has a clear impact on purchase decisions. The regression statistics computation shows that the regression coefficient has a positive value of 0.317, a t-value of 12.672, and a significance value of < 0.001, which is less than 0.05, demonstrating this. Therefore, the study's hypothesis (H1), which states that "product has a positive and significant effect on purchasing decisions," is validated.

3.2.2 How Price Affects the Purchasing Decisions of Gen Z Consumers at Chalissa Studio

Studies of the behavior of Chalissa Studio clients have shown that pricing has a direct impact on purchasing choices. The regression coefficient from statistical regression computations shows that price has a significant but negative influence, with a value of -0.810, a t-value of -13.079, and a value of 0.001, which is less than 0.05. Consumers are more likely to make fewer or less purchases the more they believe the price to be excessive or inconsistent with the value they are receiving. Therefore, although this study refutes the hypothesis (H2) since the direction is opposite to it, the variable nonetheless has a significant impact, and it may be concluded that "Price has a negative and significant effect on buying decisions".

With a focus on the following areas, this means that Chalissa Studio must evaluate its current pricing plan: (1) Are the prices in line with the quality of service perceived by consumers?; (2) Do consumers understand the added value offered?; (3) Are the rates established comparable to those of other service providers in the region?

Consequently, the findings from this research not only reveal a statistical connection but also offer valuable insight for the Studio to refine its pricing approach, improve how it communicates the value of its services, and guarantee that Gen Z customers recognize advantages that align with the expenses they bear.

3.2.3 The Impact of Place on the Buying Choices of Gen Z Shoppers at Chalissa Studio

Research findings concerning the clients of Chalissa Studio reveal that their buying choices are affected by their geographical location. This is demonstrated by regression analysis, which yields a t-

value of 2. 080 and a significance level of 0. 040, under 0. 05. In addition, the regression coefficient has a positive value of 0. 044. Consequently, the research hypothesis (H3) is validated, confirming that "Place has a positive and significant effect on buying choices."

3.2.4 The Influence of Promotion on the Purchasing Decisions of Gen Z Customers at Chalissa Studio

According to studies on the clients of Chalissa Studio, advertising has a direct effect on their purchasing decisions. The regression analysis, which has a t-value of 2.938 and a significance level of 0.004 below 0.05 supports this. Moreover, the regression coefficient is at a positive value of 0.272. As a result, the hypothesis (H4) of this study, which states that "Promotion positively and significantly affects purchasing decisions," is supported.

3.2.5 How Electronic Word-of-Mouth Influences Gen Z Consumers' Purchasing Decisions at Chalissa Studio

Research on Chalissa Studio customers has revealed that e-WOM has a distinct impact on consumers' buying choices. The statistical analysis of the regression, which has a t-value of 16.974, a significance level of <0.001, which is less than 0.05, and a positive regression coefficient of 0.898, demonstrates this. As a result, this research backs up the assumption (H5) that "e-WOM has a positive and significant effect on buying decisions."

3.2.6 The impact of the 4P marketing mix and e-WOM on the purchasing choices of Gen Z consumers at Chalissa Studio

The study on Chalissa Studio clients' purchasing habits reveals that their decisions are significantly impacted by the 4P marketing mix and the e-WOM variables. This was created from the results of a regression test, which yielded an F value of 855.291, a significance threshold of $0.001 < 0.05$, and an R square value of $0.978 = 97.8\%$. As a result, it can be deduced that 97.8% of the purchase decision variable is accounted for by the factors in the 4P marketing mix and e-WOM combined, while the remaining 2.2% is impacted by variables not included in the research. We concur with the statement that "the 4P Marketing Mix and E-WOM simultaneously have a positive and significant impact on buying decisions," which is (H6) in this research.

4. CONCLUSION

Based on the findings from the t-test and f-test performed in this research, all of the proposed hypotheses (H1–H6) have been evaluated and found to be significant. The t-test shows that each independent variable, Product, Price, Place, Promotion, and e-WOM has a meaningful impact on consumer purchasing decisions. In particular, the factors of Product, Place, Promotion, and e-WOM positively affect buying decisions, whereas Price has a notable negative effect. Furthermore, the F-test results suggest that when considering the 4Ps of the marketing mix along with e-WOM together, they significantly and positively impact consumer purchasing behavior. This relationship is further bolstered by an R Square value of 97.8%, indicating that 2.2% can be attributed to other variables not explored in this study. Therefore, both the individual and collective analyses validate and support all hypotheses from H1 to H6 based on the empirical data gathered in this study.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Author's Contributions

DWR helped come up with the research idea, visited the location to observe or review directly, and worked on analyzing the information. YN took care of checking the grammar, studied existing literature, and helped prepare and revise the paper. Rw was involved in creating the research methods, collecting data, and ensuring its accuracy.

Disclosure Statement

The writers mention that they do not have any personal issues that could affect their work.

Data Availability Statement

The information shared in this study can be accessed through the main author to keep things private.

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