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The Effect of Service Quality, Brand Image, And Price Perception on Word of Mouth In Wedding Organizer Services at PT. Euforia Unggul Berkarya

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ABSTRACT

This study aims to analyze the influence of service quality, brand image, and price perception on electronic word of mouth (e-WOM) for wedding organizer services at PT. Euforia Unggul Berkarya. The study involved all 100 respondents from the company's clients, ensuring the data obtained comprehensively represents consumer perceptions. Data collection involved primary and secondary data, with a questionnaire as the primary instrument to measure respondents' perceptions of the research variables. The data were then analyzed using multiple linear regression analysis to determine the effect of each independent variable on e-WOM. The results show that service quality has a significant influence on e-WOM, indicating that responsive, professional, and service that meets customer expectations encourages clients to share their positive experiences through digital media. Furthermore, brand image also significantly influences e-WOM, indicating that reputation, credibility, and positive perceptions of the company play a significant role in shaping consumers' willingness to recommend the service to others. These findings suggest that a strong brand image can increase customer trust and loyalty, which is then reflected in e-WOM activity. Furthermore, price perception also has a significant influence on e-WOM. This indicates that prices that are perceived as reasonable and commensurate with the quality of service received will increase consumer satisfaction, thereby encouraging the emergence of positive reviews and recommendations. Overall, the results of this study confirm that the synergy between service quality, brand image, and price perception is a crucial factor in increasing e-WOM in wedding organizer services, particularly at PT. Euforia Unggul Berkarya.

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1. INTRODUCTION

Advances in information technology have changed the way consumers seek information and share experiences about products or services [1]. While word-of-mouth communication used to be direct, now

customer recommendations are often shared through digital media such as social media, review websites, forums, and e-commerce platforms. This phenomenon is known as electronic word of mouth (e-WOM) [1]. According to Kotler & Keller [2], e-WOM is one of the most influential forms of marketing communication because customers tend to trust reviews and recommendations from fellow consumers more than commercial messages from companies. With its wide and rapid distribution, e-WOM can shape public perception and significantly influence purchasing decisions [1].

One factor that contributes significantly to the emergence of e-WOM is service quality. State that service quality is a company's ability to provide services that meet or exceed customer expectations. When customers experience satisfactory service, such as fast, responsive, friendly, and professional service, they tend to share their experiences through positive reviews on digital platforms. High service quality not only builds customer satisfaction but also encourages them to voluntarily share their experiences through e-WOM. Conversely, if the service provided does not meet expectations, customers can easily complain through digital media, potentially generating negative e-WOM.

In addition to service quality, brand image also plays a crucial role in shaping e-WOM. Define brand image as a collection of consumer perceptions, beliefs, and associations toward a brand [4]. A positive brand image fosters customer trust and pride in a product or service [4]. Consumers who feel emotionally attached to and satisfied with a brand are typically more likely to provide positive reviews, share their experiences on social media, and recommend the brand to others in the digital world [4]. Therefore, a strong brand image can increase the opportunity for positive e-WOM [4].

Another equally important factor is price perception. According to Kotler & Keller, price perception relates to consumers' assessment of the appropriateness of the price paid for the quality and benefits received. When customers perceive a company's prices as reasonable, competitive, and value-for-money, they are more likely to provide positive reviews regarding the purchasing experience. Positive price perception can increase customer satisfaction and encourage positive e-WOM. Conversely, the perception of unfair pricing can easily lead to negative comments or reviews on digital platforms.

These three variables—service quality, brand image, and price perception—are closely related in influencing the formation of e-WOM. Emphasize that the overall customer experience significantly determines whether a customer will act as a promoter or a detractor [2]. Positive experiences build loyalty and even encourage customers to become customer advocates, consumers who actively voice their opinions in support of a brand through online reviews [2]. In today's digital era, the role of customer advocates is increasingly important because e-WOM can reach a wider audience quickly and significantly impact a company's reputation [2].

The wedding industry is one of the service sectors experiencing significant growth each year. According to Statista [6], the global wedding industry is worth over USD 300 billion and continues to grow with the trend of digitalization of wedding services, personalized events, and the increasing use of third-party services such as wedding organizers (WO). Modern consumers prefer efficiency, convenience, and a memorable experience, so companies operating in the wedding planning industry must be able to provide excellent service that meets these expectations [6].

In Indonesia, the wedding industry is a promising sector with significant potential. It has shown significant growth and contributes significantly to the national economy [7]. According to data from the Ministry of Tourism and Creative Economy (2024) [8], the market value of wedding organizer services is projected to reach approximately IDR 15-17 trillion in 2023, with a growth trend of 8-10% per year post-pandemic. Furthermore, data from Populix research revealed that demand for services based on segmentation for Modern Premium Wedding Organizers (costing IDR 100,000,000 – IDR 500,000,000 per event) increased by 25% in 2023, while demand for traditional wedding organizers increased by 30% (2022-2024) [9]. According to Jakpat [10], the majority of consumers interested in these services are aged 25-34 (72%), with 65% ordering through digital platforms, including websites, Instagram, and

TikTok, while the remaining 28% are through family recommendations. This growth is driven by increasing public demand for professional and organized wedding services, including wedding organizers (WO) [10]. Data from a survey by the Indonesian Research Institute (LRI) revealed that 57% of urban couples use professional WO services, while 43% organize their weddings independently or with the help of family [11]. The main reasons for using these services include time efficiency, the need for a professional concept, and the complexity of traditional preparations [11]. This reflects changes in people's lifestyles, which are increasingly practical and rely on third parties to manage important wedding moments [11]. Competition in the business world is currently increasing, causing the management of each company to face the challenge of competitiveness [12]. Many companies have gone bankrupt due to the inability to maintain their viability [12]. This phenomenon occurs due to the competitive business world, where each company wants to win [12]. Companies must also prepare themselves to face and anticipate potential threats [12]. One thing that must be considered in running a business is being able to analyze existing market opportunities [12]. The existence of a lot of competition in the business world can be a benchmark for the company [12]. This also applies to those business people in the Wedding Organizer service industry, in order to survive and develop, a good strategic marketing community is needed [12].

A wedding organizer (WO) is a professional service provider that coordinates all aspects of a wedding, from concept planning and vendor selection to event execution [5]. Professional wedding planning services encompass budget planning, vendor management, venue sourcing, and day-of coordination [5]. This service provides a solution for consumers and prospective brides and grooms who prioritize efficiency and a quality experience [5].

The wedding organizer industry in Indonesia has experienced a post-pandemic boom, particularly in major cities like Jakarta, Bandung, and Palembang. This growth has been driven by wedding postponements during COVID-19 and the trend of Instagrammable weddings. However, this growth has been accompanied by unfair competition, such as the rise of wedding organizer startups offering "all-inclusive" packages at low prices (Rp 50–100 million), often concealing hidden costs and compromising service quality. This phenomenon has led to the degradation of industry standards and the exploitation of local culture. For example, a wedding organizer in Palembang claims a "complete traditional" package but only uses superficial symbols like songket, without the full traditional rituals.

In 2023, the Wedding Organizer (WO) industry in Palembang was shocked by a systematic fraud scandal perpetrated by WO "X" (name changed), one of the city's leading wedding service providers. The perpetrator's modus operandi involved embezzling client funds, with total losses reaching IDR 1.5 billion. Prospective brides and grooms paid down payments for wedding and engagement expenses, but by the day itself, the WO failed to disburse the funds to the relevant vendors. As a result, at least six couples (12 individuals) were unable to hold their planned weddings. An investigation by detik News (2023) revealed that this practice was part of a structured fraud pattern, in which client funds were diverted for the perpetrator's personal gain. This case not only reflects the vulnerability of the payment system in the WO industry but also resulted in a crisis of public trust and trust in event organizer services in South Sumatra. The failure to organize a wedding not only caused financial losses but also caused psychological trauma and social stigma, thus neglecting customer satisfaction.

In the service industry, particularly wedding organizers (WO), customer satisfaction is one of the most important aspects to consider [2]. Customer satisfaction is the customer's assessment of the match between their expectations and their perception of the service they received [2]. According to Kotler & Keller [2], customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceived performance (results) with their expectations [2].

A wedding organizer is a service that assists clients in planning, organizing, and executing wedding events according to their desires and needs [5]. This service requires a good relationship between the service provider and the customer so that the customer feels satisfied with the service

provided [5]. In the wedding organizer business, customer satisfaction significantly influences business success [5].

Several previous studies have shown that service quality has a positive and significant effect on e-word of mouth (e-WOM) among customers of PT Auto Bagus Rent a Car Denpasar. The results of this study indicate that service quality directly and indirectly influences word of mouth through customer satisfaction at PT. Sarana Dewata Courier Denpasar. Service quality significantly influences customer satisfaction, and service quality significantly influences e-Word of Mouth (E-WOM) at StarClean Car Wash Semarang. Service quality significantly influences E-WOM, and service quality significantly influences E-Word of Mouth (E-WOM) among Timezone Plaza Surabaya visitors. Service quality significantly influences customer satisfaction at Restaurant Patronage in Korea. Service quality significantly influences customer satisfaction, and service quality significantly influences E-Word of Mouth (E-WOM) among consumers of PT Sinar Mas Surakarta Branch.

The increasingly busy and individualistic lifestyles of Palembang residents have created a dependency on professional services for important events such as weddings and other events. PT. Euforia Unggul Berkarya, also known as Euforia Wedding Organizer, is a wedding organizer service provider based in Palembang. It is a company engaged in wedding planning, professionally managed by experienced human resources. The company was founded in 2019 and officially registered in the database of the Directorate General of General Legal Administration under the corporate name PT. Euforia Unggul Berkarya with No. AHU-006311.AH.01.30 of 2023. Euforia WO was chosen not only for its clear legal standing and proven portfolio (successfully handling over 100 events in the past three years), but also for its ability to survive in a competitive market despite being a relative newcomer.

Euforia WO offers a wide range of services, from weddings, engagements, aqiqahs, gatherings, and other event services, with a variety of prices tailored to suit the customer's budget. To support these services, Euforia WO also provides budget planning, assistance in selecting the best vendors and venues, and other consultations as part of their professional services. This allows customers to freely discuss their events to ensure they meet their expectations and are satisfied with the service provided. With a strong commitment and dedication to providing excellent service quality, Euforia Wedding Organizer hopes to continue to grow and become the best in the city of Palembang.

Euforia WO, although relatively new to the wedding planning industry, has successfully managed numerous events, including weddings and other events such as gatherings, birthdays, aqiqahs, engagements, and more. Euforia WO has consistently maintained its competitive edge, consistently innovating and keeping up with digital trends, as evidenced by the creation of promotional social media platforms such as Instagram, TikTok, Facebook, and its official website at www.paketweddingpalembang.com Euforia WO has a monthly event schedule and has successfully hosted over 100 events from January 2022 to December 2024.

Based on data from 2022 to 2024, it can be concluded that Euforia WO holds events almost every month, except during certain months during the holy month of Ramadan. From January 2022 to December 2024, 148 events were held, with an estimated annual volume of approximately 50.

From data, we can also see that in certain months, such as August and December, many consumers hold weddings. This is because it is the holiday season, and many consumers plan to hold parties after Eid al-Fitr or Christmas. Although there are several wedding events in November and December, they are not as busy as the months before or after because Euforia WO usually participates in the annual Wedding Expo. After that, the following month is busy again with various wedding events.

The company must also understand that there are still people who still believe in a good day or a good month to hold an event, for that reason Euforia WO cannot force the right schedule and time in carrying out the event that consumers want to hold, this is what can be a trigger for companies in the field of WO services such as Euforia Wedding Organizer to better understand what their consumers want and instead as a service company, should be able to provide input on when, how and what kind of

party or celebration is right for consumers to hold according to their budget and needs . The types of packages offered by Euforia WO to consumers determine their choices according to the budget and tastes of each consumer .

Consumers can also compare the prices and facilities offered by Euforia Wedding Organizer with other wedding organizers according to their own preferences . Based on the graph of the number of events per month, it shows that Euforia Wedding Organizer's event schedule fluctuates significantly each month . A drastic decrease is seen in March and April, due to the Ramadan fasting month . During this period, people tend to postpone weddings due to focusing on fasting and preparing for Eid . Conversely, the event schedule spikes in December, influenced by the long holiday and the end of the year, when many couples choose to hold their weddings while taking advantage of family time off .

2. METHOD

2.1 Research Design

This study examines the influence of word of mouth, brand image, and price on customer satisfaction. The data collection technique used in this study was a questionnaire. This study aims to determine the influence of word of mouth, brand image, and price on customer satisfaction with wedding organizer services at PT. Euforia Unggul Berkarya.

2.2 Operational Definition of Variables and Variable Measurement Scales

An operational definition defines a concept or variable so that it can be measured by looking at the dimensions (indicators) of a concept or variable.

2.3 Data Types and Sources

2.3.1 Data Types

In this research, the author uses a quantitative approach or can also be called a positivistic method. According to Emzir a quantitative approach is a research approach that primarily uses a positivistic paradigm in developing science (such as thinking about cause and effect, hypotheses, specific statements, and reduction to variables) using measurement and observation, as well as theory testing, using research strategies such as experiments and surveys that require statistical data. The basic principle of quantitative research methodology is to adopt or apply the basic principles of natural science research into the social sciences.

2.3.2 Data source

The data sources used in this study are primary and secondary data. According to Sekaran & Bougie, primary data refers to information obtained directly (firsthand) by the researcher related to the dependent variables for the specific purpose of the study. Meanwhile, secondary data refers to information gathered from existing sources.

The primary data in this study were collected during the research by distributing questionnaires to consumers who had used PT. Euforia Unggul Berkarya's services. Secondary data consisted of data from PT Bakti Perdana Balayudha's internal records, books, and journals.

2.4 Data collection technique

2.4.1 Survey

The data collection technique used by the researchers was a survey method. Surveys are quantitative research methods that employ structured questions, and then the answers are recorded, processed, and analyzed. The research instrument used in this method is a questionnaire, which is then distributed to respondents, providing a series of written questions for them to answer. A questionnaire is a pre-formulated list of written questions to which respondents record their answers, usually in clearly defined alternatives

The questionnaire in this study consists of two parts: the first section contains instructions for filling out the questionnaire, which contains the respondents' demographics: age, gender, services used, and source of recommendation. The second section contains questions on each variable: nine questions about word of mouth, nine questions about brand image, ten questions about price, and ten questions about customer satisfaction. In this study, the researchers distributed the questionnaires directly to predetermined respondents, using closed-ended questions, asking them to make a choice among a series of alternatives provided by the researcher. The questionnaires were distributed to consumers of PT. Euforia Unggul Berkarya.

2.5 Research Population and Sample

2.5.1 Population

A population is the entire object of research, which can consist of living things, objects, symptoms, test scores, or events as data sources representing certain characteristics in a study. A population in research can also be defined as the entire unit of analysis whose characteristics will be estimated. The unit of analysis is the unit/unit to be studied or analyzed.

The population in this study was consumers who had completed the wedding organizer services at PT. Euforia Unggul Berkarya during the 2022-2024 period, totaling 148 events..

2.5.2 Sample

The sample size in this study was determined based on the opinion of Hair et al. who stated that the appropriate sample size for analysis using SPSS is between 100 and 200 respondents. Hair also explained that the minimum sample size is 5 to 10 observations for each estimated parameter. In this study, the number of questions in the questionnaire was 38 items, so the recommended minimum sample size is $5 \times 38 = 190$ respondents. However, considering the limited population of only 148 people, and using a purposive sampling technique on a homogeneous population (namely clients who have used the services of PT. Euforia Unggul Berkarya or Euforia WO), the sample size used of 100 respondents is considered still feasible and meets the minimum practical requirements in SPSS according to Hair [9].

The sample in this study was determined using purposive sampling, a sampling technique based on specific considerations or criteria established by the researcher to more accurately achieve the research objectives. In the context of this study, the sample was intentionally selected from clients who had used the complete package services from PT. Euforia Unggul Berkarya (Euforia Wedding Organizer). This selection was based on the assumption that clients who have used the complete service have comprehensive experience in assessing service quality, brand image, price, and perceived satisfaction.

According to Sugiyono, purposive sampling is a technique for determining data sources based on specific considerations, for example, because these individuals are considered to have the most knowledge and experience regarding the object of study. Therefore, respondent selection was carried out in collaboration with PT. Euforia Unggul Berkarya, which then contacted clients who met the inclusion criteria: having used the service in the past 1–3 years, choosing the complete package, and agreeing to participate as respondents.

2.6 Data Analysis Techniques

2.6.1 Research Instrument Testing

Data collection using a questionnaire as a research tool must meet two criteria: validity and reliability. Validity indicates how well a test measures what it is supposed to measure. A measurement is considered valid if it accurately or accurately measures its intended purpose. Reliability indicates the accuracy and consistency of the measurement and can be said to be consistent if several measurements on the same subject yield similar results. Therefore, research requires testing the validity and reliability

of the questionnaire before distribution. All independent and dependent variables will be analyzed using the IBM SPSS application, and variable measurements will be conducted using a Likert scale.

1. Validity Test

Validity testing is conducted by examining the correlation between the scores of each item in the questionnaire and the total score being measured. This test uses the Corrected Item Total Correlation (CITC) in SPSS.

- a. If the calculated $r >$ the table r , then the question is declared valid.
- b. If the calculated $r <$ the table r , then the question is declared invalid. Simultaneous Test (F Test)

2. Reliability Test

According to Surucu [13], reliability refers to the stability of the measuring instrument used and its consistency over time. In other words, reliability is the ability of a measuring instrument to produce the same results when applied at different times. This reliability is tested using the Cronbach's alpha method. If the Cronbach's alpha is >0.70 , the questionnaire is considered reliable [12].

From the data validity test for each research variable, if a question item is valid, it is not included in the reliability test. However, valid items are included in the reliability test.

2.6.2 Data Transformation Methods

In this study, the results obtained from the questionnaire responses using a Likert scale are ordinal data. To facilitate statistical analysis of the data, the data must be converted to intervals. The method used is the Successive Interval Method (MSI), which is a method of converting data from ordinal to interval data by converting the cumulative class ratio into a normal curve value (Ningsih & H, 2019). Based on this concept, it can be seen that MSI is a tool for converting ordinal data into interval data. In processing MSI data, researchers used additional tools (add-ins) in Microsoft Excel.

2.6.3 Classical Assumption Test

According to Ghozali, classical assumption tests are used to determine model accuracy. Therefore, several tests are needed to assess several classical assumptions. Some of the tests used include normality tests, heteroscedasticity tests, and multicollinearity tests.

1. Normality Test

The normality test aims to assess whether the dependent and independent variables in a regression model are normally distributed. If this assumption is not met, the statistical test results are invalid, and the use of parametric statistics is inappropriate. A good regression model has normally distributed residuals Ghozali. Data normality testing uses the Kolmogorov-Smirnov test in the SPSS application program with a probability level (sig) of 0.05. Some characteristics of a good regression model are as follows:

- a. If the data (points) are distributed around the diagonal line and follow the direction of the line, or the histogram graph shows a normal distribution, then the regression model meets the assumption of normality.
- b. If the data are spread far from the diagonal line or do not follow the direction of the line, or the histogram graph does not show a normal distribution, then the regression model does not meet the assumption of normality.

2. Multikolinearitas

According to Ghozali, the multicollinearity test aims to evaluate whether there is a correlation between independent variables in a regression model. A good regression model should not show any correlation between independent variables. If there is a correlation between independent variables, then

the variables are not orthogonal. Orthogonal variables are independent variables that have zero correlation with each other. Indicators for testing multicollinearity are a tolerance value greater than or equal to 0.10 and a VIF value less than or equal to 10, which indicates that there is no multicollinearity problem in the model.

3. Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine the inequality of residual variance from one observation to another in a regression model. A regression model that meets this assumption is a model that has a consistent residual variance between one observation and another, known as homoscedasticity. Heteroscedasticity can be tested using the scatter plot method, by plotting the ZPRED value (predicted value) against SRESID (residual value). A good model is achieved if the graph does not show a certain pattern, such as gathering in the middle, narrowing, then spreading, or vice versa.

2.6.4 Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the influence or direct relationship between two or more independent variables with one dependent variable. In this study, the variables are (X1) Service Quality, (X2) Brand Image, (X3) Price Perception, (Y) Word of Mouth. Multiple linear regression analysis uses:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Keterangan:

Y = Word of Mouth Variable

a = Constant Variable

X1 = Service Quality Variable

X2 = Brand Image Variable

X3 = Price Variable

b1,b2,b3 = Regression coefficients for each variable

e = error

2.6.5 Correlation Coefficient (r) and Determination Coefficient (R²)

Correlation coefficient (r) analysis is intended to determine the strength of the relationship between the influence of independent variables on the dependent variable. The obtained correlation coefficient (r) will be interpreted based on the Correlation Coefficient Interpretation (r) criteria.

The coefficient of determination (R²), also often called the multiple coefficient of determination, is similar to the simple correlation (r). Ghazali (2018) defines the coefficient of determination as a number that expresses or is used to determine the contribution or contribution made by one or more variables X (independent) to the variable Y (dependent).

2.6.6 Model Fit Test (F Test)

This test aims to determine whether all independent variables collectively influence the dependent variable. If there is a significant influence between the independent variables on the dependent variable collectively, the regression model can be declared fit or suitable for use in research. The method used is to compare the calculated F-value with the F-table, with the following conditions:

1. If the calculated F-value > F-table, then the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, meaning the independent variables collectively have a significant influence on the dependent variable.
2. If the calculated F-value < F-table, then the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected, meaning the independent variables collectively do not have a significant influence on the dependent variable.

3.1.1 Individual Parameter Significance Test (t-Test)

The t-test is used to test whether the independent variables individually influence the dependent variable. The t-test is used to test the significance of the relationship between variables X and Y, to determine whether variable X truly influences variable Y. The formula for calculating the t-table is as follows:

$$t_{table} = \alpha; n - k - 1$$

To determine the significance coefficient, the basis for decision-making is as follows:

1. If the significance probability value is <0.05 , the regression coefficient is significant.

If the significance probability value is >0.05 , the regression coefficient is not significant.

3. RESULTS AND DISCUSSION

3.1.1. The Influence of Service Quality on E-Word of Mouth

The results of the study indicate that Service Quality (X1) has a positive and significant effect on E-Word of Mouth. This is evidenced by the regression coefficient value of 0.485 and the calculated t value for Service Quality (X1) of 7.193 $>$ ttable 1.984 with a significance level of $0.000 < 0.05$ (significant), which means it is statistically significant. This finding confirms that the better the service quality provided by PT. Euforia Unggul Berkarya's Wedding Organizer Services, the higher the E-Word of Mouth of those who have used PT. Euforia Unggul Berkarya's Wedding Organizer Services.

Theoretically, this result aligns with the opinion of Kotler & Keller, who stated that E-Word of Mouth is the most powerful means of communication in influencing consumer perceptions because it originates from sources considered more objective and credible by consumers, such as friends or family. The integrity and quality of information conveyed through E-Word of Mouth can shape consumer expectations before using the service. When the actual experience matches the expectations established through e-Word of Mouth, consumers will be satisfied. In the context of PT. Euforia Unggul Berkarya, e-WOM is a key marketing tool, where positive experiences from previous clients encourage potential clients to use the same service.

This is evident in research conducted by Meyana & Berlianto (2023), Ramadhani, Purnama], Sela [3], Rukhviyanti, N., et al. [2], and Haryoko et al. which states that service quality has a positive and significant effect on e-Word of Mouth.

Based on the researcher's findings, the highest average score was 4.55 out of 10 statements with a good score scale. The lowest score was 4.29 for statement number 10, which stated, "They show genuine concern for my satisfaction." This means that PT. Euforia Unggul Berkarya has been assessed as providing good wedding organizer services, but still needs to be improved so that consumers share positive things about their experiences using PT. Euforia Unggul Berkarya's wedding organizer services. Meanwhile, the highest average score was 4.66 for statement 2, which stated that the appearance of the wedding organizer crew was neat and professional. This means that consumers were satisfied with PT.

Euforia Unggul Berkarya's wedding organizer services.

As a practical implication that can be used as a strategic consideration for PT. Euforia Unggul Berkarya in improving E-Word of Mouth. PT. Euforia Unggul Berkarya needs strategic service quality, by improving the best service quality, improving equipment, appearance, attention and providing security for clients who use wedding services so that they will recommend services to others through positive Word of Mouth from the experiences they have gained.

3.1.2. The Influence of Brand Image on E-Word of Mouth

The results of the study indicate that Brand Image (X2) has a positive and significant effect on E-Word of Mouth. This is evidenced by the regression coefficient value of 0.227 and the calculated t value

for Brand Image (X1) of 4.049 > t-table 1.984 with a significance level of 0.000 < 0.05 (significant), which means it is statistically significant. This finding confirms that the better the Brand Image of Wedding Organizer Services at PT. Euforia Unggul Berkarya, the higher the E-Word of Mouth of those who have used Wedding Organizer Services at PT. Euforia Unggul Berkarya.

Theoretically, this result aligns with the opinion of Kotler and Armstrong (2016), who stated that brand image is a collection of perceptions, beliefs, and impressions formed in the minds of consumers about a brand. A well-known brand with a positive reputation is an important asset for a company because it can provide significant added value to consumers. Consumers tend to feel more confident and comfortable when using products or services from brands they perceive as having a positive image. Brands play a crucial role in consumer evaluation processes, as they are often perceived as reflecting a product's quality and reliability. Brand image not only influences initial purchasing decisions but also significantly impacts consumers' perceptions of their experience using the product. If these perceptions align with the expectations formed by the brand image, consumers are likely to be satisfied.

This is evident in research conducted by Meyana & Berlianto (2023), Purnama (2018), Sela (2019), Rukhviyanti, N., et al. [2], and Haryoko et al. [19], which found that brand image has a positive and significant effect on e-Word of Mouth.

Based on the researcher's findings, the highest average score was 4.67 out of 9 statements with a good score scale. Then, the lowest score was 4.47 for statement number 8, which stated "I feel that the services offered are very unique," meaning that PT. Euforia Unggul Berkarya has been assessed well and has its own unique characteristics. Meanwhile, the highest average score was 4.80 for statement 4, which stated "I have a positive perception of this wedding organizer." This means that most consumers have a positive perception of PT. Euforia Unggul Berkarya's wedding organizer services. However, there are still some consumers who stated that they do not. Therefore, improvements are needed to improve PT. Euforia Unggul Berkarya's wedding organizer services to leave a positive impression on all consumers who use PT. Euforia Unggul Berkarya's wedding organizer services. As a practical implication that can be used as a strategic consideration for PT. Euforia Unggul Berkarya in improving E-Word of Mouth, PT. Euforia Unggul Berkarya needs to maintain consistency in brand visuals, communication style, and service. The marketing team must maintain the appearance of social media and portfolio content to align with the brand values they want to build, such as professionalism, elegance, or Islamic values (depending on the package type). Furthermore, the customer experience must be maintained to align with the expectations established by the brand image.

3.1.3. The Influence of Price Perception on E-Word of Mouth

The results of the study indicate that Price Perception (X3) has a positive and significant effect on e-Word of Mouth. This is evidenced by the regression coefficient value of 0.112 and the calculated t-value for Price Perception (X1) of 2.045 > t-table 1.984 with a significance level of 0.044 < 0.05 (significant), indicating statistical significance. This finding reinforces the notion that a positive Price Perception will increase e-Word of Mouth in Wedding Organizer Services at PT. Euforia Unggul Berkarya.

Theoretically, these results align with Kotler & Keller's (2016) opinion that price can influence consumer perceptions of the quality of service provided. A price that is perceived as appropriate to the quality of service will result in consumer satisfaction. Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing expectations for a product or service with the actual performance received (Kotler & Keller, 2016). If the price offered is commensurate with the quality of service received, consumers tend to be satisfied.

Several empirical studies have shown that competitive price perceptions not only influence consumer purchasing behavior but are also closely related to the role of electronic word of mouth (e-WOM) in the context of digital marketing and e-commerce. For example, Simamora & Silitonga [14]

found that both price perceptions and e-WOM significantly influence consumer purchasing decisions in the culinary sector, indicating that positive price perceptions drive consumer responses and online recommendations through e-WOM, which in turn support purchasing decisions. Research by Kartawinata et al. [15] on the e-commerce platform Shopee also reported that price perceptions and e-WOM have a positive and significant influence on consumer purchasing behavior, highlighting the importance of pricing strategies that meet consumer expectations and e-recommendations from other users in enhancing interactions and purchasing decisions. Furthermore, research by Oka Ariwangsa et al. [16] found that price perceptions and e-WOM individually have a significant positive influence on purchasing decisions, and simultaneously influence consumer decisions when examined alongside other variables such as product quality. This supports the understanding that positive price perceptions can strengthen positive messages spread through E-WOM and ultimately increase consumer satisfaction and action.

Based on the researchers' findings, the highest average score was 4.62 out of 10 statements, with a good score. Furthermore, the lowest score was 4.58 for statement number 8, which stated, "The service I received was commensurate with the cost." This means that PT. Euforia Unggul Berkarya has been assessed as providing good wedding organizer services according to the cost. However, further improvements are needed to ensure all consumers are satisfied with the services provided. Meanwhile, the highest average value is 4.68 in statement 3 which states that I feel the price is in accordance with the quality of service, meaning that almost all consumers who use the wedding organizer services of PT. Euforia Unggul Berkarya are satisfied with the price given being in accordance with the quality of service provided.

As a practical implication that can be used as a strategic consideration for PT. Euforia Unggul Berkarya in increasing customer satisfaction. PT. Euforia Unggul Berkarya needs to implement a competitive yet fair pricing strategy. PT. Euforia Unggul Berkarya can adjust the price package based on market segments, for example, an exclusive traditional package for the premium segment, an intimate package for the middle market). In addition, it is important to communicate the price structure transparently at the beginning of the agreement, so as not to create the perception of hidden costs that can reduce customer satisfaction and affect good E-Word of Mouth..

3.1.4. The Influence of Service Quality, Brand Image, and Price Perception on E-Word of Mouth

The results of the study indicate that Service Quality, Brand Image, and Price Perception significantly influence e-Word of Mouth. This is evidenced by the calculated F value of 89.796 > Ftable 2.70 and a Sig. value of 0.000 < α (0.05), meaning H₀ is rejected and H_a is accepted, indicating statistical significance. This finding confirms that better Service Quality, Brand Image, and Price Perception will increase e-Word of Mouth in Wedding Organizer Services at PT. Euforia Unggul Berkarya. The R Square (R²) value of 0.737 indicates that the variables Service Quality, Brand Image, and Price Perception contribute 73.7% to e-Word of Mouth, while the remaining 26.3% is influenced by other variables not included in this study.

Theoretically, according to Kotler & Keller (2020), e-WOM is one of the most influential forms of marketing communication because customers tend to trust reviews and recommendations from fellow consumers more than commercial messages created by companies. With its wide and rapid distribution, e-WOM can shape public perception and significantly influence purchasing decisions. Among the factors contributing significantly to the emergence of e-WOM are service quality, brand image, and price perception.

Based on the researchers' findings, the e-Word of Mouth variable yielded the highest average score of 4.66 out of nine statements, with a good score. Furthermore, the lowest score, 4.45, was for statement number 8, which states, "I feel satisfied and want others to experience it too." This indicates that PT. Euforia Unggul Berkarya has been deemed good in its focus on customer satisfaction.

Therefore, consumers who have used PT. Euforia Unggul Berkarya's wedding organizer services are eager to share their experiences with others. The highest average score, 4.76, was for statement number 4, which states, "I recommend this wedding organizer service to friends or family." This indicates that some consumers have recommended PT. Euforia Unggul Berkarya's wedding organizer services to family and friends. Euforia Unggul Berkarya, however, still has some dissatisfied customers, requiring improvements in the wedding organizer's operations to further enhance the quality and professionalism of the event.

As a practical implication that can be used as a strategic consideration for PT. Euforia Unggul Berkarya in improving e-Word of Mouth, PT. Euforia Unggul Berkarya needs to consider the three variables of Service Quality, Brand Image, and Price Perception. Price determines product quality expectations, while brand image builds trust through reputation. Simultaneously, they create a synergistic effect: appropriate pricing strengthens brand image, a positive brand image drives favorable WOM, and good service quality increases price acceptance.

4. CONCLUSION

Service Quality has a positive and significant effect on e-Word of Mouth in Wedding Organizer Services at PT. Euforia Unggul Berkarya. This is evidenced by a regression coefficient of 0.485 and a calculated t-value for Service Quality (X1) of 7.193 > t-table 1.984 with a significant t-value of 0.000 < 0.05 (significant).

Brand Image has a positive and significant effect on e-Word of Mouth in Wedding Organizer Services at PT. Euforia Unggul Berkarya. This is evidenced by a regression coefficient of 0.227 and a calculated t-value for Brand Image (X1) of 4.049 > t-table 1.984 with a significant t-value of 0.000 < 0.05 (significant).

Price Perception has a positive and significant effect on e-Word of Mouth in Wedding Organizer Services at PT. Euforia Unggul Berkarya, as evidenced by the regression coefficient of 0.112 and the calculated t-value for Price Perception (X1) of 2.045 > t-table 1.984 with a significant t-level of 0.044 < 0.05 (significant).

Service Quality, Brand Image, and Price Perception significantly influence E-Word of Mouth in Wedding Organizer Services at PT. Euforia Unggul Berkarya, as evidenced by the calculated F-value of 89.796 > F-table 2.70 and a significant value of 0.000 < α (0.05).

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