

The Roles of e-WOM, National Identity, and Perceived Quality in the Purchase Decisions of Indonesian Products among the Indonesian Diaspora in Qatar

Eka Surya Prihandini¹, Hana Vienanda Nur Alisya², Kartini Sarsilaningsih³,
Muhammad Aras⁴

^{1,2,3,4}Magister Ilmu Komunikasi, Binus University, Jakarta, Indonesia

Article Info

Article history:

Received 2026-07-19

Revised 2026-09-06

Accepted 2026-09-06

Keywords:

Electronic Word-of-Mouth (e-WOM)

Indonesian Diaspora

National Identity

Perceived Quality

Purchase Decision

ABSTRACT

This study examines how electronic word-of-mouth (e-WOM), national identity, and perceived quality influence the online purchase decisions of Indonesian products among the Indonesian diaspora in Qatar. The study provides insight into the role of digital communication and national identity in shaping consumers' quality evaluations and cross-border purchasing behavior. A quantitative approach was employed using data collected from 200 respondents through purposive sampling and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that e-WOM and national identity positively and significantly affect perceived quality. Furthermore, perceived quality and national identity have positive and significant effects on purchase decisions. Perceived quality also partially mediates the relationship between national identity and purchase decisions. The findings are discussed from the perspectives of digital communication and social identity, emphasizing the interaction between online information and consumers' attachment to their home country. The study demonstrates that the purchase decisions of the Indonesian diaspora are shaped not only by national identity but also by quality perceptions developed through digital communication.

This is an open-access article under the [CC BY-SA](#) license.



Corresponding Author:

Eka Surya Prihandini

Magister Ilmu Komunikasi, Binus University, Jakarta, Indonesia

Email: eka.prihandini@binus.ac.id

1. INTRODUCTION

The rapid development of digital communication and electronic commerce has transformed how consumers obtain information, evaluate products, and make purchasing decisions across geographical boundaries. Social media, online marketplaces, and messaging applications allow consumers to exchange product-related experiences and access products located in different countries. These developments are particularly relevant

to diaspora communities, whose consumption activities may involve continuous interaction with the social networks, markets, and identity-related meanings of their countries of origin. Recent consumer research describes this phenomenon as transnational market navigation, in which consumers use market knowledge and social relationships to participate in multiple markets across national borders [1]. Consequently, the online purchasing behaviour of diaspora consumers should not be understood solely as an economic transaction but also as a communication process through which product information, quality perceptions, and identity-related meanings are constructed.

This phenomenon is evident among members of the Indonesian diaspora in Qatar who purchase Indonesian products through online channels. Such transactions may require additional shipping expenses, longer delivery times, and the acceptance of uncertainty because consumers cannot directly inspect the products before purchasing them. Nevertheless, diaspora consumers may continue to demand products associated with their country of origin because these products provide familiarity and maintain connections with their homeland. Sirkeci and Zeren [2] explain that diaspora consumption may emerge at the intersection of national identity and nostalgic consumption, as migrants continue to seek products and services that they previously consumed in their home countries. The willingness to engage in cross-border purchasing therefore raises an important marketing communication question concerning how consumer-generated information, product evaluations, and national attachment contribute to purchase decisions.

Rather than assuming that purchasing Indonesian products is motivated exclusively by emotional or cultural attachment, this study examines how digital communication, perceived quality, and national identity jointly shape the purchasing behaviour of Indonesian diaspora consumers. This distinction is important because home-country consumption may contain both functional and symbolic considerations. Consumers may value Indonesian products because they are familiar and connected to their national identity, but they may also evaluate whether those products provide acceptable quality, reliability, and value.

Electronic word-of-mouth, or e-WOM, is a particularly important form of communication in online consumer environments. It refers to product-related opinions, experiences, recommendations, and evaluations generated and distributed by consumers through digital platforms [3]. Unlike marketer-generated messages, e-WOM originates from consumers who communicate their experiences to other current or potential consumers. These messages can provide information that is not readily available from advertisements or product descriptions and can reduce uncertainty when consumers cannot physically evaluate a product before purchase.

Previous studies published in *Jurnal Ilmiah Manajemen Kesatuan* have consistently positioned e-WOM as an important element of digital marketing communication. Rizki and Santosa [14] found that e-WOM and product quality positively and significantly influenced purchasing decisions among Generation Z consumers. Romadhany and Hakim [4] also demonstrated that e-WOM had a significant positive influence on purchasing decisions and mediated the relationship between green marketing and purchasing decisions. Similarly, Alfarisi and Sukaris [5] reported that e-WOM significantly affected purchasing decisions

on TikTok Shop and produced a stronger influence than live streaming and fear of missing out. These findings indicate that consumer-generated information is an important source of marketing communication that can shape purchasing responses in digital markets.

Evidence from other studies also confirms the importance of e-WOM in online consumer behaviour. Roy et al. [6] demonstrated that the valence of e-WOM can influence online retail sales because positive and negative consumer evaluations provide information that affects market responses. Zhang [7] similarly found that e-WOM was positively associated with brand image and consumers' purchase intention. Together, these studies indicate that consumer-generated messages do not merely transmit product information but may also shape consumers' overall impressions of brands and their willingness to purchase.

Other studies in *JIMKES* further demonstrate that the influence of e-WOM may operate through consumers' internal evaluation of information rather than only through a direct relationship with behavioural outcomes. Saputra et al. [8] found that e-WOM positively influenced purchase intention both directly and indirectly through e-trust among TikTok users. Mariam et al. [9] found that e-WOM information quality, credibility, suitability, and information need significantly influenced information usefulness, which subsequently affected information adoption and purchase intention. These findings suggest that consumers do not automatically respond to e-WOM messages. They first evaluate whether the information is relevant, credible, and useful before adopting it in their purchasing considerations.

The persuasive effect of e-WOM therefore depends on the characteristics of both the message and its source. Filieri et al. [10] demonstrated that consumers' evaluations of e-WOM content and their behavioral intentions are shaped by source-related characteristics, including expertise, trustworthiness, homophily, and popularity, although their effects vary across product types. This process is particularly relevant to cross-border purchasing because geographical distance restricts direct product inspection and increases reliance on mediated communication. For Indonesian diaspora consumers in Qatar, recommendations and experiences communicated through digital networks may consequently provide important cues for evaluating products originating from Indonesia.

In the present study, e-WOM is positioned as a communication factor that contributes to the formation of perceived quality rather than merely as a direct determinant of purchase decisions. Perceived quality refers to a consumer's subjective judgement regarding the overall excellence or superiority of a product [11]. It differs from objective quality because it represents an interpretation formed from available information, expectations, prior experience, and product-related cues. Consumers may therefore form different quality evaluations of the same product even when they are exposed to similar physical product characteristics.

Perceived quality is especially important in online and cross-border transactions because consumers may not be able to see, touch, test, or otherwise inspect products before purchasing them. Under such conditions, reviews, recommendations, visual content, product descriptions, country-of-origin information, and previous consumption experiences may serve as quality cues. E-WOM may therefore influence purchase decisions indirectly

by helping consumers determine whether products are reliable, authentic, and capable of meeting their expectations.

Research published in *JIMKES* supports the general importance of quality in consumer purchasing decisions. Rizki and Santosa [12] reported that product quality positively and significantly affected purchase decisions involving iPhone products. Ristanti et al. [13] similarly found that product quality influenced consumers' decisions to purchase smartphones. However, these studies examined product quality rather than perceived quality. Product quality refers primarily to the characteristics and performance of a product, whereas perceived quality concerns consumers' subjective interpretations of its overall excellence.

The importance of perceived quality in purchasing decisions is also supported by Akbar [14], who found that perceived quality positively influenced purchase decisions and mediated the influence of personal selling on purchase decisions. This finding suggests that marketing communication may not directly produce purchasing behaviour but may first shape consumers' evaluation of product quality. The present study extends this perspective by examining e-WOM, rather than personal selling, as the communication stimulus that contributes to perceived quality in a digital and cross-border context.

The relationship among e-WOM, perceived quality, and purchase decisions can be explained through the Stimulus–Organism–Response framework. This framework proposes that environmental stimuli influence an individual's internal cognitive or affective condition, which subsequently produces a behavioural response [15]. In the present model, e-WOM functions as a communication stimulus, perceived quality represents the consumer's internal evaluation, and purchase decision represents the behavioural response. This perspective makes it possible to explain not only whether e-WOM is associated with purchasing behaviour but also how communication contributes to the product evaluation that precedes a purchasing decision.

Nevertheless, diaspora purchasing behaviour cannot be explained entirely through digital information and functional product evaluation. National identity may also shape the meaning assigned to products associated with the country of origin. Social Identity Theory explains that individuals derive part of their self-concept from their membership in social groups, including national groups [16]. National identity therefore represents a sense of belonging to a national community and the emotional and symbolic meanings associated with that membership.

For individuals living abroad, products from the country of origin may be associated with familiarity, memory, continuity, and national belonging. Sirkeci and Zeren [17] argue that diaspora consumers often maintain demand for home-country products because such consumption is connected to nostalgia and national identity. Sharifonnasabi et al. [18] further explain that transnational consumers maintain relationships with several markets and use social networks and market knowledge to navigate consumption across national boundaries. Although transnational consumption is not always motivated by identity, home-country products can become symbolically important when consumers associate them with their national membership and previous consumption experiences.

From a Social Identity Theory perspective, national identity can influence how consumers evaluate products associated with their national group. Zeugner-Roth et al. [19] found that national identity, consumer ethnocentrism, and consumer cosmopolitanism influenced product judgements and consumer behaviour. Their findings demonstrate that national identity can shape consumers' evaluations and willingness to purchase domestic and foreign products. This provides a theoretical basis for expecting Indonesian diaspora consumers' national identity to influence both their perceived quality of Indonesian products and their purchasing decisions.

National identity may influence purchase decisions directly because choosing Indonesian products can represent a preference for products connected to a valued national group. National identity may also influence perceived quality because consumers can use familiarity, suitability, authenticity, and country-of-origin associations as evaluative cues. However, national identity should not be treated as identical to consumer nationalism or consumer ethnocentrism. National identity concerns an individual's sense of belonging to a nation, whereas consumer ethnocentrism specifically concerns normative beliefs regarding the appropriateness of purchasing domestic rather than foreign products [20]. The present study therefore consistently uses national identity as the focal construct and draws on consumer ethnocentrism literature only as supporting evidence.

Previous studies have provided valuable explanations of e-WOM, information usefulness, trust, brand image, product quality, purchase intention, and purchasing decisions. Research in *JIMKES* has predominantly examined consumers in domestic digital markets and has generally positioned e-WOM as a direct predictor of purchase intention or purchase decisions, or as a variable operating through trust and information adoption [15], [21], [22], [10]. Roy et al. [16] focused on the effects of e-WOM valence on online sales, while Zhang [26] examined the relationship between e-WOM, brand image, and purchase intention. Other studies have established the relevance of product quality and perceived quality to purchase decisions but have not specifically examined perceived quality as a cognitive outcome of e-WOM in a diaspora setting [2], [13], [14].

Existing research has also examined diaspora marketing and identity-based consumer behaviour. Sirkeci and Zeren [22] highlighted the relationship among diaspora markets, nostalgic consumption, and national identity, while Zeugner-Roth et al. [23] demonstrated that national identity can influence product evaluation and consumer behaviour. However, these studies have not integrated e-WOM, perceived quality, national identity, and purchase decisions within a single explanatory model. Research also remains limited in applying these relationships to diaspora consumers who purchase home-country products through cross-border online transactions.

This limitation is important because diaspora consumers must evaluate products across geographical distance while simultaneously negotiating functional product considerations and identity-based attachment. Previous studies have not sufficiently explained how e-WOM contributes to perceived quality before a purchase decision is made, nor have they clarified whether national identity contributes to both product evaluation and purchasing behaviour. The present study responds to this gap by positioning the purchase of Indonesian products as a marketing communication phenomenon.

In this model, e-WOM represents digitally mediated communication among consumers, perceived quality represents the cognitive evaluation constructed through communication and consumption experience, national identity represents an identity-related framework for interpreting home-country products, and purchase decision represents the resulting consumer behaviour. This approach integrates communication, perception, and identity rather than treating them as separate explanations of consumer purchasing behaviour.

The central problem addressed in this article is the limited understanding of how communication-based information, perceived product quality, and national identity jointly shape the online purchase decisions of Indonesian diaspora consumers in Qatar. More specifically, the study examines whether e-WOM influences perceived quality, whether national identity influences perceived quality, whether perceived quality influences purchase decisions, and whether national identity directly influences purchase decisions. These relationships are examined without assuming that either functional product evaluation or emotional national attachment alone is sufficient to explain diaspora purchasing behaviour.

Accordingly, this article aims to analyse the effects of e-WOM and national identity on the perceived quality of Indonesian products and to examine the effects of perceived quality and national identity on the online purchase decisions of the Indonesian diaspora in Qatar. The study employs a quantitative survey involving 200 Indonesian diaspora respondents who have purchased Indonesian products online, and the proposed relationships are analysed using Partial Least Squares–Structural Equation Modeling. The study contributes to marketing communication scholarship by integrating consumer-generated digital communication, cognitive product evaluation, and national identity within a transnational consumption context. The findings are also expected to provide practical guidance for Indonesian businesses in developing communication strategies that deliver credible quality information while appropriately recognising the identity-related meanings of home-country products.

2. METHOD

This research employed a quantitative design and an explanatory survey method. The study aimed to investigate the relationships among electronic word-of-mouth (e-WOM), perceived quality, national identity, and online purchase decisions among the Indonesian diaspora in Qatar. The study population consisted of Indonesian citizens residing in Qatar who had purchased Indonesian products online. This population was selected because the research focused on consumers with actual experience in purchasing Indonesian products through digital platforms despite geographical distance, additional shipping costs, and the availability of similar products in the Qatari market.

The exact number of Indonesian diaspora members in Qatar who had purchased Indonesian products online could not be identified. Therefore, this study employed a non-probability sampling method using purposive sampling. Respondents were selected based on several criteria: they were Indonesian citizens residing in Qatar, were at least 18 years old, had lived in Qatar for at least six months, and had purchased an Indonesian product

online at least once during the previous six months. These criteria were applied to ensure that the respondents had relevant and recent purchasing experience.

A total of 200 respondents participated in the study. The sample size was determined by considering the adequacy requirements for Partial Least Squares–Structural Equation Modeling (PLS-SEM), as recommended by Hair et al. [cf. discussion]. In PLS-SEM, sample adequacy should be evaluated by considering the complexity of the structural model, the number of latent constructs and measurement indicators, and the need to obtain stable parameter estimates and sufficient statistical power. Accordingly, 200 respondents were considered adequate for analysing the research model and producing reliable and stable estimates. The sample size was therefore not determined proportionally from the total number of Indonesian citizens in Qatar but based on the analytical requirements of PLS-SEM.

An online questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was used as the research instrument. The questionnaire items were adapted from measurement instruments used in previous studies and adjusted to the context of Indonesian diaspora consumers in Qatar. The journal paper focused on four constructs: electronic word-of-mouth, perceived quality, national identity, and purchase decision.

Electronic word-of-mouth was measured through respondents' attention to, acceptance of, perceived usefulness of, and confidence in product information and recommendations communicated through digital platforms. Perceived quality was measured through consumers' evaluations of product excellence, reliability, benefits, consistency, and conformity with expectations. National identity was measured through respondents' sense of belonging, pride, emotional attachment, and identification with Indonesia. Purchase decision was measured through purchasing confidence, product selection, actual purchase decisions, repeat purchases, and recommendations to others.

Primary data were collected through a Google Forms questionnaire distributed through Indonesian community WhatsApp groups, social media, diaspora organisations, and personal networks in Qatar. Respondents were instructed to answer the questionnaire by referring to their most recent online purchase of an Indonesian product. This approach was used to ensure that their responses reflected an actual and specific purchasing experience. Secondary data were obtained from academic journals, books, official reports, and relevant publications concerning digital marketing communication, diaspora consumer behaviour, e-WOM, perceived quality, national identity, and purchase decisions.

Respondents participated voluntarily, their identities were kept confidential, and the collected data were used solely for academic purposes. The researcher ensured that there was no pressure or manipulation during questionnaire completion. The responses were reviewed before analysis to identify incomplete, duplicate, or ineligible submissions.

The data were analysed using Partial Least Squares–Structural Equation Modeling with SmartPLS. The analysis consisted of measurement model and structural model assessments. The measurement model was evaluated using outer loadings, Cronbach's alpha, composite reliability, Average Variance Extracted, and discriminant validity. The structural model was assessed using path coefficients, coefficients of determination, effect

sizes, predictive relevance, and bootstrapping procedures to determine the significance of the hypothesised relationships.

The structural analysis examined the effects of e-WOM on perceived quality, perceived quality on purchase decision, and national identity on purchase decision. The journal model also examined the relationship between national identity and perceived quality. The indirect effect of e-WOM on purchase decision through perceived quality was assessed to determine the mediating role of perceived quality.

3. RESULTS AND DISCUSSION

This study involved 200 participants who fulfilled the inclusion criteria: Indonesian nationals residing in Qatar for at least six months, aged 18 years and above, and with prior experience in purchasing Indonesian products via online channels. Demographic variables such as gender, age, and other characteristics were used to provide a sample overview, as detailed in Table 1.

Table 1. Respondent Characteristics (N=200)

Characteristic		Frequency Percentage (%)	Frequency Percentage (%)
Gender	Women	170	85
	Men	30	15
Age (years)	18-24	4	2
	25-34	21	10,5
	35-44	77	38,5
	45-54	91	45,5
	>55	7	3,5
Lenght of residence in Qatar	< 6 months	0	0
	6-12months	20	10
	>12 months	180	90
Indonesian product categories most frequently or most recently purchased	Food and Beverages	80	27,9
	Fashion dan apparel	68	23,7
	Spices and seasonings	53	18,5
	Cosmetics and skincare products	50	17,4
	Medicines and dietary supplements	22	7,7
	Other products	14	4,9

Source: Questionnaire (February 2026)

Multiple responses were permitted for product categories; therefore, the total frequency exceeds the number of respondents. The respondents' familiarity with online purchasing channels also provides a relevant context for examining how marketing communication factors shape perceived product quality and purchasing decisions among the Indonesian diaspora in Qatar.

As shown in Table 2, all constructs demonstrated satisfactory reliability and convergent validity. The Cronbach's alpha values ranged from 0.880 to 0.950, while the rho_A values ranged from 0.885 to 0.954. All values exceeded the recommended threshold of 0.70, indicating adequate internal consistency. The composite reliability values ranged from 0.909 to 0.956, confirming that the indicators consistently measured their respective constructs. Furthermore, the average variance extracted values ranged from 0.624 to 0.674, exceeding the minimum criterion of 0.50. These findings indicate that the constructs explained more than half of the variance in their indicators. Therefore, national identity, perceived quality, purchase decision, and e-WOM fulfilled the reliability and convergent validity requirements and were suitable for further analysis.

Table 2. Construct Reliability And Convergent Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Description
National Identity	0.939	0.941	0.949	0.674	Reliable and valid
Perceived Quality	0.88	0.885	0.909	0.626	Reliable and valid
Purchase Decision	0.937	0.94	0.947	0.667	Reliable and valid
E-WOM	0.95	0.954	0.956	0.624	Reliable and valid

Table 3 presents the discriminant validity results using the heterotrait–monotrait ratio (HTMT). The HTMT values ranged from 0.469 to 0.743 and were all below the recommended threshold of 0.85. The highest value was found between perceived quality and purchase decision at 0.743, while the lowest value was observed between e-WOM and perceived quality at 0.469. These results indicate that the constructs were sufficiently different from one another and measured distinct concepts. Therefore, the measurement model met the discriminant validity requirement and could be used to examine the relationships proposed in the structural model.

Table 3. Discriminant Validity Test

Relationship Between Constructs	HTMT	Criterion	Description
Perceived Quality ↔ National Identity	0.61	< 0.85	Valid
Purchase Decision ↔ National Identity	0.678	< 0.85	Valid
Purchase Decision ↔ Perceived Quality	0.743	< 0.85	Valid
E-WOM ↔ National Identity	0.535	< 0.85	Valid
E-WOM ↔ Perceived Quality	0.469	< 0.85	Valid
E-WOM ↔ Purchase Decision	0.559	< 0.85	Valid

Table 4 shows that perceived quality had an R^2 value of 0.349. This indicates that e-WOM and national identity jointly explained 34.9% of the variance in perceived quality, while the remaining 65.1% was explained by factors outside the research model. Purchase decision had an R^2 value of 0.563, indicating that national identity and perceived quality jointly explained 56.3% of its variance. These results demonstrate that the model had sufficient explanatory power in predicting perceived quality and purchase decision.

Table 4. Coefficient Of Determination

Endogenous Construct	R^2	Variance Explained (%)	Description
Perceived Quality	0.349	34.9	Moderate explanatory power
Purchase Decision	0.563	56.3	Moderate explanatory power

Table 5 presents the results of the structural model assessment. E-WOM had a positive and significant effect on perceived quality ($\beta = 0.220$, $t = 3.197$, $p = 0.001$). This result indicates that increasingly positive electronic word-of-mouth is associated with a higher perceived quality of Indonesian products. National identity also positively and significantly influenced perceived quality ($\beta = 0.448$, $t = 6.149$, $p < 0.001$). Its coefficient was higher than that of e-WOM, indicating that national identity had a relatively stronger influence on perceived quality.

Table 5. Path Coefficients And Hypothesis Testing

Relationship	β	Sample Mean	STDEV	t-statistic	p-value	Result
E-WOM $\rightarrow$ Perceived Quality	0.220	0.229	0.069	3.197	0.001	Significant
National Identity $\rightarrow$ Perceived Quality	0.448	0.448	0.073	6.149	<0.001	Significant
National Identity $\rightarrow$ Purchase Decision	0.382	0.382	0.065	5.856	<0.001	Significant
Perceived Quality $\rightarrow$ Purchase Decision	0.467	0.469	0.057	8.179	<0.001	Significant

National identity also demonstrated a positive and significant effect on purchase decision ($\beta = 0.382$, $t = 5.856$, $p < 0.001$). In addition, perceived quality positively and significantly influenced purchase decision ($\beta = 0.467$, $t = 8.179$, $p < 0.001$). Among the relationships examined, the effect of perceived quality on purchase decision had the largest path coefficient. Overall, all relationships in the structural model were positive and statistically significant. Therefore, the hypotheses proposing direct relationships among these constructs were supported.

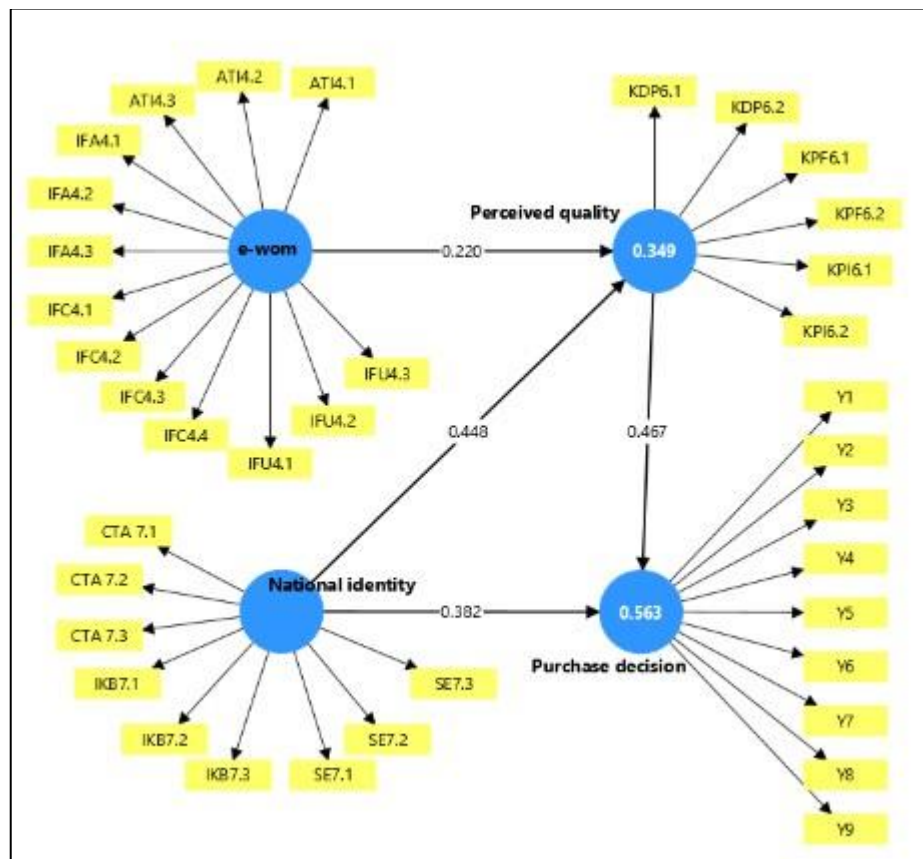


Figure 1. Results of the PLS-SEM Structural Model

Note: Values on the structural paths represent standardized path coefficients, while values within the endogenous constructs indicate the coefficients of determination (R^2). All structural relationships were statistically significant at $p \leq 0.001$.

3.1. The Effect of E-WOM on Perceived Quality

The findings indicate that e-WOM positively influences consumers' perceptions of the quality of Indonesian products purchased online. This means that information shared by other consumers through digital platforms provides quality-related cues that consumers can use when evaluating products. In online transactions, consumers are often unable to inspect products directly before purchasing them. Reviews, recommendations, photographs, videos, and shared purchasing experiences can therefore reduce information uncertainty and help consumers estimate product authenticity, reliability, condition, and expected performance.

This finding is consistent with Roy et al. [16], who found that review valence, review volume, and image-based reviews positively influenced perceived service quality. Their study demonstrates that consumers do not merely receive online information but also process it to form judgments about quality. The present finding also supports Skiefer et al., who reported that positive e-WOM significantly improved the perceived quality of Indonesian shoe brands. Together, these findings confirm that e-WOM functions not only as a source of product information but also as an evaluative reference that shapes consumers' perceptions of quality.

The result can be explained through the Stimulus-Organism-Response framework employed by Roy et al. [16]. E-WOM represents an external communication stimulus that consumers interpret before forming an internal assessment of product quality. This interpretation depends on how credible, useful, and relevant the information appears to the recipient. This explanation is supported by Ismagilova et al., who identified argument quality, review valence, information usefulness, and trust in the message as important factors in determining consumers' responses to e-WOM. Accordingly, the influence of e-WOM may depend not only on the amount of information available but also on the informational quality of the messages shared.

This relationship has broader relevance in the context of Indonesian diaspora consumers in Qatar. Geographic distance and limited opportunities to physically inspect Indonesian products increase consumers' dependence on information circulated through online communities. Experiences shared by other consumers can provide reassurance about product authenticity, condition, delivery, and performance. The findings therefore extend previous e-WOM research, which has largely focused on domestic consumers and general online marketplaces, by demonstrating that e-WOM also contributes to quality evaluations in diaspora and cross-border consumption settings.

From a practical perspective, sellers of Indonesian products should facilitate credible and informative consumer communication rather than focusing only on increasing the number of online reviews. Reviews accompanied by product photographs, descriptions of actual product performance, authenticity information, and delivery experiences may provide more useful quality cues. However, because the influence of e-WOM was weaker than that of national identity in shaping perceived quality, e-WOM should not be treated as the sole determinant of consumers' evaluations. Sellers should combine positive consumer communication with consistent product quality, product authenticity, and reliable delivery to strengthen the perceived quality of Indonesian products among diaspora consumers.

3.2. The Effect of Perceived Quality on Purchase Decision

The results show that perceived quality has a positive and significant effect on the purchase decisions of Indonesian consumers residing in Qatar. This finding indicates that consumers are more likely to purchase Indonesian products when they perceive the products as reliable, consistent, and capable of providing the expected performance. Perceived quality also had the strongest direct effect on purchase decision among the relationships examined in this study. This confirms that consumers' evaluations of product quality constitute an important consideration in their purchasing decisions.

This finding is consistent with Akbar [2], who found that perceived quality had a positive and significant effect on the purchase decisions of Tupperware consumers. The result also supports Dewi and Putri [4], whose study of Implora serum consumers demonstrated that perceived quality positively and significantly influenced purchase decisions and explained 36% of their variation. Similarly, Shulcha et al. [24] found that perceived quality had a positive and significant influence on the purchase decisions of Charles and Keith consumers in Semarang. In their study, perceived quality was the only variable with a significant partial effect, whereas online consumer reviews and price

perception did not significantly influence purchase decisions. The consistency of these findings reinforces the importance of perceived quality as a key consideration in consumer decision-making.

In the context of Indonesian consumers in Qatar, perceived quality is particularly important because purchasing Indonesian products online may involve additional delivery costs, longer waiting periods, and limited opportunities to inspect the products directly. Consumers may also have access to substitute products in the local market. Therefore, favorable perceptions of the authenticity, reliability, and performance of Indonesian products can justify their purchase despite these additional considerations. This finding implies that sellers should maintain consistent product quality and provide credible information regarding product condition, authenticity, performance, and benefits to strengthen consumers' purchase decisions.

3.3. The Effect of National Identity on Perceived Quality

The results show that national identity has a positive and significant effect on the perceived quality of Indonesian products. National identity also had a stronger effect on perceived quality than e-WOM. This finding indicates that Indonesian consumers who have a stronger sense of belonging and emotional attachment to Indonesia tend to evaluate Indonesian products more favorably. Familiarity with Indonesian culture, consumption habits, and product characteristics may strengthen consumers' perceptions of product authenticity, suitability, and overall quality.

This finding is consistent with Sirkeci and Zeren [25], who explained that diaspora consumers continue to purchase products from their home country not only because of emotional attachment but also because they perceive these products as having good quality. The result also supports Aguilar-Rodríguez et al., who demonstrated that identity-related orientations influence consumers' beliefs and evaluations of domestic and foreign products, including their perceptions of quality. Similarly, Zhang et al. found that identity-related factors contributed to favorable product evaluations through perceived quality. These findings suggest that national identity can influence not only consumers' emotional preferences but also their cognitive evaluations of products originating from their home country.

In the context of the Indonesian diaspora in Qatar, Indonesian products may represent familiarity, shared cultural meanings, and a continuing connection with the home country. Consumers with a strong national identity may associate Indonesian products with familiar tastes, ingredients, designs, and usage experiences. Such familiarity can reduce uncertainty and lead consumers to perceive these products as more authentic and suitable for their needs. However, this finding does not necessarily mean that consumers ignore objective product characteristics. Instead, national identity may provide a favorable interpretive framework through which consumers evaluate the quality of Indonesian products.

The broader implication is that perceived quality is not formed exclusively through functional product attributes or information obtained from online communication. Consumers' cultural identification and emotional connection with their country of origin

can also influence quality judgments. Sellers may therefore emphasize authentic Indonesian origins, cultural characteristics, traditional ingredients, and product stories in their marketing communication. Nevertheless, these identity-based messages should be supported by consistent product performance and authenticity to maintain favorable quality perceptions among Indonesian consumers in Qatar.

3.4. The Effect of National Identity on Purchase Decision

The results show that national identity has a positive and significant effect on the purchase decisions of Indonesian consumers residing in Qatar. This finding indicates that a stronger sense of belonging and attachment to Indonesia increases consumers' tendency to purchase Indonesian products. For diaspora consumers, purchasing products from their home country does not merely satisfy functional needs but may also become a way to preserve cultural practices, express national belonging, and maintain emotional ties with Indonesia.

This finding is consistent with Sirkeci and Zeren [26], who explained that feelings of solidarity, patriotism, and attachment to the home country encourage diaspora consumers to purchase products originating from their homeland. The result also supports Khadka and Khadka, who found that patriotic values and national identity positively influenced consumer purchasing behavior. Similarly, Zeugner-Roth et al. [25] demonstrated that national identity could have a stronger influence than consumer ethnocentrism on consumers' willingness to purchase domestic products. These findings suggest that national identity can encourage home-country product consumption without necessarily causing consumers to reject foreign products.

In the context of Indonesian consumers in Qatar, national identity may encourage consumers to continue purchasing Indonesian products despite additional delivery costs, longer waiting periods, and the availability of substitute products in the Qatari market. Indonesian products may provide familiar tastes, cultural meanings, and consumption experiences that cannot be fully replaced by locally available alternatives. Purchasing these products can therefore help diaspora consumers maintain a connection with their cultural background and country of origin.

The finding extends previous research by demonstrating that national identity also influences purchase decisions in a diaspora and cross-border consumption context. It shows that purchasing decisions are shaped not only by rational evaluations of product attributes but also by consumers' cultural and emotional identification. Therefore, sellers may emphasize authentic Indonesian origins, cultural characteristics, familiar traditions, and connections with the homeland in their marketing communication. Nevertheless, these identity-based messages should be supported by consistent product quality to ensure that consumers' emotional expectations are matched by satisfactory product experiences.

4. CONCLUSION

This research provides evidence that digital consumer communication and attachment to one's home country contribute to how Indonesian consumers in Qatar evaluate and purchase Indonesian products. Positive e-WOM was associated with more

favorable quality perceptions, while national identity influenced both perceived quality and purchase decision. Perceived quality also emerged as the strongest direct predictor of purchase decision. These findings suggest that diaspora consumption involves a combination of information-based evaluation and cultural attachment rather than being determined by a single consideration.

The results offer a broader understanding of national identity in consumer behavior. Among Indonesian consumers living abroad, national identity appears to influence more than a preference for home-country products. It also shapes how consumers assess their authenticity, suitability, and quality. At the same time, information shared through digital platforms provides references that help consumers evaluate products they cannot physically inspect. A favorable quality assessment can subsequently strengthen the decision to purchase Indonesian products, even when the transaction involves additional costs, longer delivery periods, and locally available alternatives.

For sellers, maintaining favorable consumer evaluations requires alignment between marketing communication and actual product performance. Consumers should be encouraged to share detailed and credible experiences concerning product condition, authenticity, benefits, and delivery. Communication emphasizing Indonesian cultural characteristics may also strengthen the relevance of the products to diaspora consumers. Nevertheless, cultural and emotional appeals should be supported by consistent quality because unmet expectations may weaken both quality perceptions and future purchasing decisions.

Several limitations should be considered when interpreting these findings. The study involved 200 Indonesian consumers living in Qatar, with women comprising most of the sample. Consequently, the findings may reflect purchasing patterns associated with the dominant respondent group and cannot automatically be generalized to all Indonesian diaspora communities. The cross-sectional design also captured respondents' perceptions only during a particular period and could not identify how these perceptions develop over time. In addition, the use of self-reported questionnaires may introduce response bias. The inclusion of several product categories in one model may also conceal differences in consumer considerations across food, fashion, cosmetics, medicines, and other products.

The contribution of this study lies in demonstrating that national identity influences not only purchase decisions but also consumers' perceptions of the quality of home-country products within an Indonesian diaspora context. By integrating e-WOM, national identity, perceived quality, and purchase decision in a single model, this study provides a more comprehensive explanation of how digital communication and cultural attachment shape cross-border consumption among Indonesian consumers residing in Qatar.

REFERENCES

- [1] D. A. Aaker, *Managing brand equity: Capitalizing on the value of a brand name*. New York, NY, USA: Free Press, 1991.
 - [2] T. Akbar, "Building perceived quality in the influence of personal selling on purchase decision," *Interdiscip. Soc. Stud.*, vol. 2, no. 6, pp. 2051–2057, 2023, doi: 10.55324/iss.v2i6.426.
 - [3] A. R. Alfarisi and Sukaris, "The influence of live streaming, fear of missing out (FoMO), and e-WOM on purchase decisions in TikTok Shop," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 12, no. 6, pp. 2677–2686, 2024, doi: 10.37641/jimkes.v12i6.2958.
-

- [4] Dewi and Putri, "The influence of perceived quality to purchase decision: Study in serum Implora cosmetics product in Kabupaten Bandung Barat," *Jurnal Manajemen Bisnis*, 2023.
- [5] R. Filieri, F. Acikgoz, and H. Du, "Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products," *J. Bus. Res.*, vol. 160, Art. no. 113774, 2023, doi: 10.1016/j.jbusres.2023.113774.
- [6] J. R. Hanaysha, H. I. Ramadan, and K. M. Alhyasat, "Exploring the impact of customer reviews, website quality, perceived service quality, and product assortment on online purchase intention: Mediating role of trust," *Telemat. Inform. Rep.*, vol. 2, no. 1, pp. 100–116, 2025.
- [7] T. Hennig-Thurau, K. P. Gwinner, G. Walsh, and D. D. Gremler, "Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?" *J. Interact. Mark.*, vol. 18, no. 1, pp. 38–52, 2004, doi: 10.1002/dir.10073.
- [8] N. Irenetia, A. Luthfia, and I. A. Hadiyati, "The influence of price perception, product quality, reviews, and trust on online purchase intention in handicraft MSMEs," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 14, no. 1, pp. 1219–1230, 2026, doi: 10.37641/jimkes.v14i1.5014.
- [9] N.-H. Le, H.-M. T. Nguyen, and T. V. Nguyen, "National identity and the perceived values of foreign products with local brands: The case of local wine in Vietnam," *Asia Pac. J. Mark. Logist.*, vol. 25, no. 5, pp. 765–783, 2013, doi: 10.1108/APJML-01-2013-0017.
- [10] S. Mariam, R. D. Agustia, and A. H. Ramli, "Determinants of purchase intention on TikTok as an e-WOM platform," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 13, no. 3, pp. 1309–1326, 2025, doi: 10.37641/jimkes.v13i3.3453.
- [11] A. Mehrabian and J. A. Russell, *An Approach to Environmental Psychology*. Cambridge, MA, USA: MIT Press, 1974.
- [12] T. T. A. Ngo, C. T. Bui, H. K. L. Chau, and N. P. N. Tran, "Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention," *Heliyon*, vol. 10, no. 11, Art. no. e32168, 2024, doi: 10.1016/j.heliyon.2024.e32168.
- [13] V. Ristanti, T. Haryati, and A. Igo, "The effect of product quality and promotion on purchase decision," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 12, no. 3, pp. 547–554, 2024, doi: 10.37641/jimkes.v12i3.2519.
- [14] M. Rizki and A. Santosa, "The effect of product quality, electronic word of mouth and lifestyle on purchasing decisions in Generation Z," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 12, no. 3, pp. 565–574, 2024, doi: 10.37641/jimkes.v12i3.2524.
- [15] Y. I. Romadhany and L. Hakim, "The effect of green marketing on product purchasing decisions with e-WOM as a mediating variable," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 12, no. 1, pp. 245–254, 2024, doi: 10.37641/jimkes.v12i1.2419.
- [16] G. Roy, B. Datta, and R. Basu, "Effect of eWOM valence on online retail sales," *Glob. Bus. Rev.*, vol. 18, no. 1, pp. 198–209, 2017, doi: 10.1177/0972150916666966.
- [17] R. R. Saputra, S. H. Darpito, H. Oetomo, and H. Sutanto, "The effect of social media marketing and e-WOM on purchase intention of TikTok users," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 12, no. 5, pp. 2097–2108, 2024, doi: 10.37641/jimkes.v12i5.1840.
- [18] Z. Sharifonnasabi, L. Mimoun, and F. Bardhi, "Transnational market navigation: Living and consuming across borders," *J. Consum. Res.*, vol. 50, no. 6, pp. 1198–1220, 2024, doi: 10.1093/jcr/ucad049.
- [19] T. A. Shimp and S. Sharma, "Consumer ethnocentrism: Construction and validation of the CETSCALE," *J. Mark. Res.*, vol. 24, no. 3, pp. 280–289, 1987, doi: 10.1177/002224378702400304.
- [20] Shulcha et al., "Analysis of the influence of online consumer reviews, perceived quality, and price perception on purchase decisions at the Charles & Keith brand in Semarang," *Jurnal Admisi*, 2024.
- [21] S. L. Suttharattanagul and N. Manotungvorapun, "Driving sustainable consumption: How social influence, brand image, and perceived quality shape Thai Gen Z's purchase intentions," *Front. Sustain.*, vol. 6, Art. no. 1716245, 2026, doi: 10.3389/frsus.2025.1716245.
- [22] I. Sirkeci and F. Zeren, "Diaspora marketing revisited: The nexus of entrepreneurs and consumers," *Transnatl. Mark. J.*, vol. 6, no. 2, pp. 139–157, 2018.
- [23] H. Tajfel, "Social categorization, social identity and social comparison," in *Differentiation Between Social Groups: Studies in the Social Psychology of Intergroup Relations*, H. Tajfel, Ed. London, U.K.: Academic Press, 1978, pp. 61–76.
- [24] V. A. Zeithaml, "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence," *J. Mark.*, vol. 52, no. 3, pp. 2–22, 1988, doi: 10.1177/002224298805200302.
- [25] K. P. Zeugner-Roth, V. Žabkar, and A. Diamantopoulos, "Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A social identity theory perspective," *J. Int. Mark.*, vol. 23, no. 2, pp. 25–54, 2015, doi: 10.1509/jim.14.0038.
- [26] X. Zhang, "Electronic word of mouth (EWoM), brand image and consumer's purchase intention: Basis

for purchase decision model," *Int. J. Res. Stud. Manag.*, vol. 11, no. 6, pp. 39–51, 2023, doi: 10.5861/ijrsm.2023.1066.
