

## **The Effect of Product Quality, Trust, and E-Wom on Purchasing Decisions for The Originote products on Tiktokshop**

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### **ABSTRAK**

In a time marked by technological advances and increasing consumer knowledge, the skin care industry is also experiencing significant changes. This research focuses specifically on customers of The Originote products in Batam City who have interacted with the brand through the TikTok Shop. This study focuses on a specific age group, namely 16-30 years and examines four important factors: product quality, trust, e-WOM (Electronic Word of Mouth), and purchasing decisions. Analysis was carried out on 100 participants who met certain research criteria, using a quantitative research approach. Questionnaires were used to collect data, which was then analyzed using SPSS version 25. The research began by conducting validity and reliability tests to verify the quality of the data. Next, a classical assumption test was carried out which included normality, multicollinearity and heteroscedasticity tests to improve the quality of the data before hypothesis testing. Hypothesis analysis uses multiple linear regression, coefficient of determination test, as well as the t test and F test. The conclusion of this research is that the purchasing decision variable (X1) has a positive influence on the decision to purchase The Originote products at the TikTok Shop. Trust as a variable has a positive influence on purchasing decisions for The Originote products at the TikTok Shop (X2). The electronic word-of-mouth (e-WOM) factor has a beneficial impact on purchasing choices made for The Originote products on the TikTok Shop. The variables product quality (X1), trust (X2), and e-WOM (X3) have quite a large influence on purchasing decisions when considered together.

**Keywords :** Product Quality, Trust, E-WOM, Purchase Decision

## PENDAHULUAN

In today's era of globalization, everyone has a comprehensive understanding of the internet, thanks to technological advancements and the spread of information. The internet facilitates global connectivity among individuals. Although the internet is usually used to search for information, it now serves as a platform for various activities, including electronic commerce (e-commerce), which involves buying and selling transactions. E-commerce is a method of commercial transactions that utilizes electronic equipment such as telephones and the internet (Alwendi, 2020). Previously, individuals were required to have face-to-face interactions with sales representatives in order to complete their purchases. In contrast to the present era of digital technology, individuals can conveniently make purchases without the need for direct interaction with the supplier. In Indonesia, a multitude of e-commerce platforms have emerged, include Shopee, Tokopedia, Lazada, dan TikTokShop.

The public perceives e-commerce as a dependable medium for online purchase. Customers simply need to utilize their smartphone and the purchased merchandise will be promptly delivered to their doorstep (Burhan et al., 2023).

Beauty products, especially skincare products, are highly sought-after items in the e-commerce industry. Skincare encompasses a variety of treatments that aim to improve the overall health and condition of the skin (Riha et al., 2021). The beauty business is striving to outdo competition skincare products by fostering creativity and innovation in the development of improved products. Indonesia boasts a wide array of skincare brands, including The Originote, Skintific, Eiem Beauty, and numerous other esteemed skincare items.

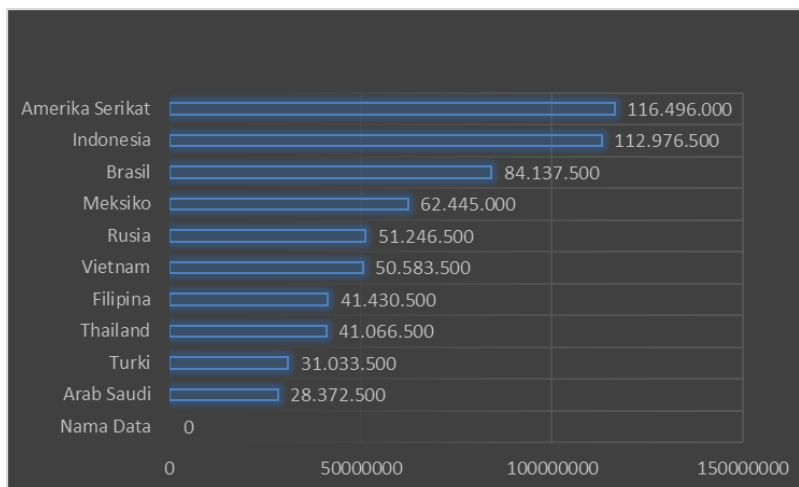
The quality of a product is a crucial determinant in the competitive landscape of organizations and significantly influences sales performance. Consumers typically seek out products of superior quality, thereby establishing a mutually beneficial relationship between the company and consumers (Yuliana et al., 2022). The level of sales is significantly influenced by the quality of the product, which plays a crucial role in the competition among enterprises. As per the findings of Kotler and Armstrong (Rustam & Hikmah, 2022) Quality of a product can be assessed by its capacity to effectively perform its intended purpose, which is determined by a combination of durability and ease of maintenance. High-quality products are readily identifiable and have the potential to dominate the e-commerce market.

The element of trust must also be considered. Farida Jasfar states in (Rorie et al., 2022) Trust is a crucial connection that allows companies to rely on others in efficiently organizing and utilizing resources to generate additional worth. Trust has a crucial role in influencing consumers' purchasing choices (Prasetyo & Hasyim, 2022).

E-WOM, short for electronic word-of-mouth, refers to remarks that express either good or negative sentiments regarding items and services. These statements are disseminated from one customer to another through internet channels (Yulindasari & Fikriyah, 2022). (Montolalu et al., 2021) Various factors, such as financial, economic, technological, political, cultural, product, price, location, and promotional attributes, collectively influence consumer attitudes towards purchase decisions.

Meanwhile, according to (Haque, 2020) Purchasing decisions encompass the examination of how individuals, communities, and organizations select, obtain, and utilize commodities, services, ideas, and experiences to fulfill their needs and wants.

**Figure 1.1 Tiktok Users In The World**



Source : databoks.com

TikTok is a Chinese-originated application that has gained significant popularity as a social medium in Indonesia. Based on the data presented in Figure 1.1, Indonesia has the second highest number of TikTok program users globally. TikTokShop serves as a platform for carrying out online transactions on the TikTok platform and is the leading e-commerce site in terms of user base in Indonesia. TikTokShop has the capability to transition e-commerce platforms in Indonesia, such as shifting from Shopee to Tokopedia. TikTok is actively seeking to establish dominance in the e-commerce industry in Asia, with a specific focus on the Indonesian market.

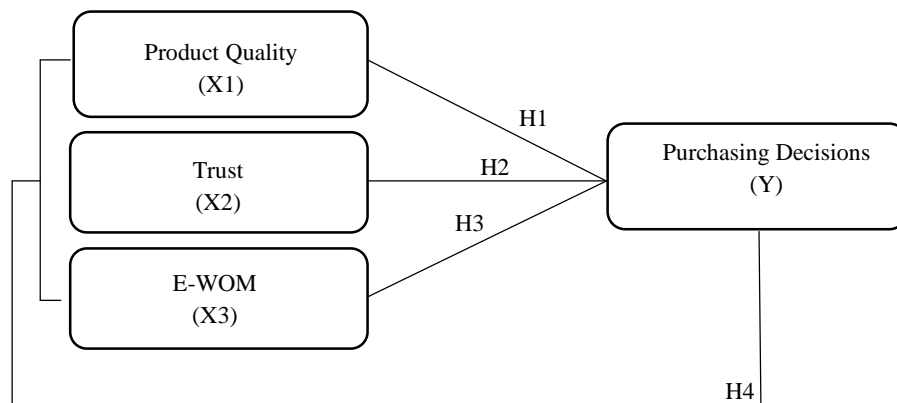
Originote is a popular skincare product that has gained significant popularity in Indonesia. The Originote provides premium skincare products at a reasonable cost. The Originote provides an extensive selection of skincare products, including the highly sought-after Hyalucera moisturizing gel, sunscreen, serum, masks, and other offerings.

**Table 1.2 Best selling brands on Tiktokshop**

No	Product Name	Income
1	Bella Shofie Dabe	Rp 15,59 billion
2	The Originote	Rp. 14,23 billion
3	Skintific	Rp. 10 billion
4	Glafidsya Skincare	Rp. 9,54 billion
5	Benings Clinic Shop	Rp. 8,06 billion

Source : bisnis.com

The data shown in Table 1.1 indicates that The Originote ranks as the second highest-selling product on Tiktokshop, with a total sales figure of 14.23 billion. Initially, the Originote product held the top spot as the best-selling skin care product on TikTokShop. However, its status may be overtaken by its competitors, specifically Bella Shofie Dabe.

**Figure 1.3 Framework Thingking**

Source : Peneliti, 2023

### Hypothesis

The author has postulated a hypothesis derived from the established framework, specifically :

H1 : There is a possibility of a positive and significant effect of Product Quality on purchasing decisions for The Originote products at TiktokShop.

H2 : There is a possibility of a positive and significant influence of trust on purchasing decisions for The Originote products at TiktokShop.

H3 : There is a possibility of a positive and significant influence of E-WOM on purchasing decisions for The Originote products at TiktokShop.

H4 : There is a possibility of a positive and significant influence of Product Quality, Trust and E-WOM on purchasing decisions for The Originote products at TiktokShop.

### Research Methods

The researcher conducted a study using quantitative research methods. According to Sugiyono's viewpoint in (Machali, 2021) Quantitative research is a research methodology that follows the positivist approach. Research instruments are utilized to gather data through the examination of a certain community or sample in this methodology. Quantitative research involves the utilization of numerical and survey data, which is subsequently organized and computed using statistical analytic techniques. The data for this study was collected by administering surveys to inhabitants of Batam who have made purchases of The Originote products using the TikTokShop application. It simplifies the process of determining the population and sample size. The findings of this research provide a foundation for making judgments or reaching conclusions. (Zaluchu, 2020).

### Sampel

According to (Jailani & Jeka, 2023) Samples are populations that have been examined and used as data sources to reflect the complete population. This study examines persons who use Product The Originote items and engage in transactions through TikTokShop in Batam city. The

exact population size is unknown. The researcher employed Lemeshow's formula due to the lack of knowledge regarding the population size. The formula is utilized in the subsequent manner :

$$n = \frac{z^2 \times p (1 - p)}{d^2}$$

Information :

n = total sampel

z = Normal distribution standard values (95%)

p = proporsi populasi

d = alpha (0,1)

sample size determination :

$$n = \frac{1,96^2 \times 0,05 (1 - 0,05)}{d = 0,1^2}$$

$$n = 96,04$$

The sample size for this study was determined using Lemeshow's formula, resulting in a total of 96 respondents. Nevertheless, the overall number of participants was modified to 100. The study employed a non-probability sampling strategy. Purposive sampling is a deliberate sampling technique where the researcher chooses participants based on predetermined demographic characteristics or attributes (Machali, 2021). This study will examine the data that has been obtained and collected using SPSS software. Furthermore, the cumulative score for each statement item will be obtained to determine the average score. There are several test tools that will be used in this study including instrument quality tests (validity and reliability tests using the Cronbach Alpha formula), classical assumption tests (normality test, multicollinearity test using the VIF formula, and heteroscedasticity test), hypothesis testing (multiple linear regression analysis, coefficient of determination test, t test and f test).

## Result

### Validity Test Results

Validity testing uses research methodology to assess the effectiveness of the questionnaire instrument. This approach uses the Pearson bivariate correlation formula using the SPSS program. In the validity test, the calculated r value obtained from the correlation results will be compared with the table r value. Results are considered valid if the calculated r value exceeds the table r value. However, if the calculated r is smaller than the table r value, it is considered invalid.

**Table 1.1 Validity Test Results**

Variabel	Statement	R Count	R Table	Description
	1	0,788		
	2	0,613		
	3	0,782		
	4	0,638		

Product Quality (X1)	5	0,663	<b>0,1966</b>	<b>VALID</b>
	6	0,668		
	7	0,710		
	8	0,734		
	9	0,640		
	10	0,683		
<b>Variable</b>	<b>Statement</b>	<b>R Count</b>	<b>R Table</b>	<b>Description</b>
Trust (X2)	1	0,555	<b>0,1966</b>	<b>VALID</b>
	2	0,475		
	3	0,442		
	4	0,471		
	5	0,504		
	6	0,391		
	7	0,576		
	8	0,501		
<b>Variable</b>	<b>Statement</b>	<b>R Count</b>	<b>R Table</b>	<b>Description</b>
E-WOM (X3)	1	0,773	<b>0,1966</b>	<b>VALID</b>
	2	0,739		
	3	0,751		
	4	0,749		
	5	0,759		
	6	0,719		
<b>Variable</b>	<b>Statement</b>	<b>R Count</b>	<b>R Table</b>	<b>Description</b>
Purchasing decisions (Y)	1	0,665	<b>0,1966</b>	<b>VALID</b>
	2	0,641		
	3	0,677		
	4	0,743		
	5	0,665		
	6	0,501		
	7	0,642		
	8	0,720		
	9	0,666		
	10	0,643		

Source : SPSS 25

According to table 4.10, the data obtained from all indicators for the four research variables indicate that the correlation coefficient, as determined by the calculated r value, is greater than the r table value. Therefore, it can be concluded that the data available for all indicators is valid.

### Reliability Test Results

**Table 1.2 Reliability Test Results**

NO	Variabel	Cronbach alpha	Information
1	Product Quality	0,876	<b>Reliabel</b>
2	Trust	0,844	
3	E-WOM	0,840	

4	Purchasing Decisions	0,846	
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Source : SPSS 25

Based on the results obtained in the table above, it is known that the variables product quality, trust, e-WOM and purchasing decisions obtained results that were greater than the formula requirements, where the value was higher than 0.60. So the results obtained are said to be if all variables are reliable and meet the requirements.

### Normality Test Results

**Table 1.3 Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.20445650
Most Extreme Differences	Absolute	.061
	Positive	.052
	Negative	-.061
Test Statistic	.061	
Asymp. Sig. (2-tailed)	.200 <sup>c,d</sup>	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : SPSS 25

The probability value of the normality test (Sig 2-tailed) exceeds the significance criterion a, as proven by the table above, with Sig > 0.05. According to this information, the data provided has a normal distribution, because the significance value (Sig) of 0.200 is greater than 0.05.

### Multicollinearity Test Results

**Table 1.4 Multicollinearity Test Results**

NO	Model	Collinearity Statistics	
		Tolerance Value	VIF Value
1	Product Quality	0,471	2,122
2	Trust	0,675	1,480
3	E-WOM	0,488	2,051
a. Dependent Variabel: Keputusan Pembelian			

Source : SPSS 25

According to the results explained above, it shows that the product quality variable has a VIF value of 2.122 with a tolerance value of 0.471, trust VIF is 1.480 with a tolerance of 0.675, and for E-WOM the VIF value is 2.051 with a tolerance value of 0.488. Based on the data obtained from processing using SPSS, it is proven that there is no multicollinearity. This proves

that the VIF value from the three variables is no more than 10 and the tolerance for the three variables is more than 0.1..

### Heteroscedasticity Test Results

**Table 1. 5 Heteroscedasticity Test Results**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.604	1.759		3.186	.002
	X.1	.025	.050	.072	.504	.615
	X.2	-.049	.032	-.182	-1.532	.129
	X.3	-.107	.074	-.201	-1.435	.155

a. Dependent Variable: LN\_RES

Source : SPSS 25

From the data obtained using SPSS, it shows that the sig for the product quality variable is 0.615, trust 0.129, and e-WOM 0.155. Based on the data above, the sig values of the three variables are said to be valid because these numbers are greater than the residual value of 0.05. It was concluded that the three variables did not indicate the occurrence of symptoms and the research could continue.

### Multiple Linear Regression Analysis Test Results

**Table 1. 6 Multiple Linear Regression Analysis Test Results**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Constant	3.059	2.695		1.135	.259
	X.1	.340	.076	.349	4.471	.000
	X.2	.109	.049	.144	2.204	.030
	X.3	.710	.114	.477	6.220	.000

a. Dependent Variable: Y

Source : SPSS 25

Persamaan regresi linier berganda dapat dinyatakan dengan menggunakan rumus yang ditentukan di bawah ini, berdasarkan nilai yang diperoleh melalui pengujian data menggunakan SPSS :

$$Y = 3,059 + 0,340 + 0,109 + 0,710$$

Therefore, the explanation of the regression equation analysis is as follows: :

1. The variables product quality (X1), trust (X2), and e-WOM have a constant value of 3.059..
2. The regression coefficient X1 obtained is 0.340, indicating that purchase decisions are positively influenced by the lack of a link with other factors in this study. Therefore,



suggesting that the projected 34.0% rise in purchase choices is linked to enhanced product quality (X1).

3. The study established a correlation between purchase decisions and trust, as seen by the X2 results, specifically a value of 0.109. The results indicate a 19.0% rise, which positively influences purchase decisions, assuming that other variables are not considered in this study.
4. The e-WOM variable yielded a value of 0.710 or 71.0%. If no other variables are considered in the analysis, a one-unit increase in the E-WOM variable (X3) will influence purchase decisions.

### Determinant Coefficient Test Results

**Table 1.7 Determinant Coefficient Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 <sup>a</sup>	.725	.716	3.254
a. Predictors: (Constant), X.3, X.2, X.1				

Source : SPSS 25

The table above presents the summarized findings, indicating that the obtained adjusted R-squared value is 0.716. This implies that the regression model accounts for 71.6% of the variability in the data, when expressed as a percentage. The data was acquired through the use of SPSS. The variables Product Quality (X1), Trust (X2), and W-WOM (X3) together explain 71.6% of the variation in Purchase Decisions (Y). Concurrently, 28.4% of the entire amount was impacted by additional variables.

### Partial Test Results (t test)

**Table 1.8 Partial Test Results (t test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	Nilai t	Nilai Sig.
		B	Std. Error	Beta		
1	(Constant)	3.059	2.695		1.135	.259
	X.1	.340	.076	.349	4.471	.000
	X.2	.109	.049	.144	2.204	.030
	X.3	.710	.114	.477	6.220	.000
a. Dependent Variable: Y						

Source : SPSS 25

The calculated t value for the product quality variable is 4.471, exceeding the t table value of 1.984. Furthermore, the variable significance value of 0.000 is below the threshold of 0.05. Therefore, it can be concluded that the product quality variable has a significant influence on

purchasing decisions. The second variable, namely trust, has a calculated t value of 2.204 and a significance value of 0.030. These findings indicate that the trust variable has a significant influence on product quality. The e-WOM variable produces a calculated t value of 6.220, which is statistically significant with a p value of 0.000. This illustrates that the third element, namely e-WOM, also has a significant influence on customer purchasing decisions. From the rationale above, it can be seen that these three variables have a significant and large influence..

## F Test Results

**Table 1. 9 F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2678.404	3	892.801	84.311	.000 <sup>b</sup>
	Residual	1016.586	96	10.589		
	Total	3694.990	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X.3, X.2, X.1						

Source : SPSS 25

According to the collected data, the computed f value was 84.311, and the significance value was 0.000. Therefore, it can be concluded that the purchase decision variable is positively impacted by the variables of product quality, trust, and e-WOM.

## Discussion

1. The findings of the hypothesis testing (H1) indicate a substantial association between product quality and purchase decisions. The estimated t value is 2.050, which is greater than the critical value of 1.984 from the t table. The generated p-value is 0.000, which is less than the significance level of 0.05. Based on this explanation, the hypothesis (Ho) is deemed invalid while the hypothesis (H1) is deemed legitimate. It can be inferred that the characteristics related to product quality have a substantial impact on the purchasing choices for The Originote products on Tiktokshop. The findings of this study are comparable to the studies carried out by (Arif & Hidayah, 2023).
2. Data analysis shows that the trust variable produces a calculated t value of 3.334 which is higher than the t table value of 1.984. Furthermore, the significance value obtained at 0.000 is lower than the criterion of 0.05. Therefore, it can be concluded that trust has a beneficial influence on purchasing choices. From these thoughts it can be concluded that the variable H2 which indicates product quality is recognized, while Ho which indicates the alternative hypothesis is rejected. Therefore, we can conclude that trust has a positive influence on purchasing decisions for The Originote products on Tiktokshop. Based on the information submitted, the results produced are in line with research findings (Rustam & Selly, 2022).
3. Based on the data obtained, the calculated t value for the e-WOM variable was 4.623 with a significance value of 0.000. Therefore, the data exceeds the t table value and the significance value is below 0.05, which indicates a statistically significant effect. Based

on the explanation above, it can be concluded that if H3 is accepted and Ho is rejected, it shows that e-WOM has a clear and large influence on the decision to purchase The Originate products at Tiktokshop. Therefore, the results achieved in this study are consistent with the findings observed in previous studies (Yulindasari & Fikriyah, 2022).

4. The study findings indicate that the calculated f value is 84.800 and the achieved significance level (sig) is 0.000, which is below the threshold of 0.05. Consequently, there is a substantial impact on every variable. Based on the aforementioned results, it is evident that H4 is supported as there is a substantial impact of purchasing decisions, trust, and e-WOM on purchasing decisions for The Originate items on Tiktokshop.

## Conclusion

To enhance client happiness, it is anticipated that The Originote will persist in delivering superior quality items. Companies must prioritize and continuously enhance product quality to minimize concerns such as broken items or other problems. In addition to that, establishing consumer trust is a vital factor. The Originote must effectively communicate precise and transparent information regarding the available items, hence instilling confidence in consumers when making their purchasing choices.

Being receptive to consumer input is also quite significant. The Originote should possess the capability to promptly and efficiently address feedback or grievances from disgruntled customers, ensuring that any issues that arise are dealt appropriately without negatively impacting the company's reputation. For future research, it is strongly advised to incorporate additional variables that could potentially impact purchasing decisions. This will enable academics to get a more extensive and all-encompassing comprehension of the aspects that impact customer behavior in the current dynamic marketplace.

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