PRIMANOMICS : JURNAL EKONOMI DAN BISNIS - VOL. 23. NO. 3 (2025)
Versi Online Tersedia di : https://jurnal.ubd.ac.id/index.php/ds
| 1412-632X (Cetak) | 2614-6789 (Online) |

Overclaim in Social Media and Online Reviews: Implications for Daviena Product Purchase Decisions Through Consumer Behavior

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ABSTRAK

The rapid development of e-commerce and social media in Indonesia has shifted consumer purchasing behavior, especially in the skincare industry. Daviena Skincare, a local brand, has experienced significant growth through digital platforms such as TikTok and Shopee. However, increasing competition has led to the use of promotional strategies that include overclaims, exaggerated product benefits without scientific evidence which may mislead consumers. One controversy involving Daviena emerged when a TikTok content creator revealed discrepancies between claimed and actual ingredients in a product, triggering public concern and negative online discussions. In parallel, online customer reviews also play a critical role in shaping consumer trust and purchase decisions. This study aims to analyze the influence of overclaim in social media and online reviews on purchase decisions of Daviena Skincare products, with consumer behavior acting as a mediating variable. The research applies a quantitative approach using purposive sampling, with data collected through an online questionnaire involving 319 respondents who have seen Daviena promotions online. The analysis was conducted using SPSS. The results indicate that overclaim and online reviews significantly influence consumer behavior. However, both variables do not directly affect purchase decisions. Consumer behavior also does not have a significant direct effect on purchase decisions, suggesting that while awareness and perception are shaped, they may not result in action. These findings highlight the importance of ethical and transparent communication in digital marketing strategies.

Kata kunci: Overclaim; Online Reviews; Consumer Behavior; Purchasing Decision; Daviena Skincare

INTRODUCTION

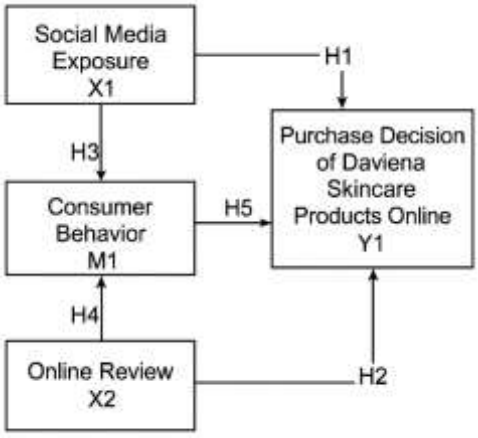
The development of e-commerce in Indonesia in recent years has shown significant growth. People are gradually shifting away from conventional shopping habits and turning to digital platforms such as Shopee, Tokopedia, TikTok Shop, and Instagram, which provide space for brands to reach consumers through promotions and product reviews. One of the products that has experienced an increase in sales within this ecosystem is Daviena Skincare, a local brand from Palembang that has successfully penetrated the national market through a strong digital strategy. However, behind this growth lies intense competition among skincare brands, prompting some businesses to engage in overclaim practices regarding the products they offer.

Overclaim refers to statements or information that exaggerate the benefits of a product without scientific evidence, yet are promoted by businesses as being effective in preventing, treating, or curing certain conditions (Rafi, 2025). This is clearly inconsistent with regulations set by the government or relevant authorities.

This overclaim issue also occurred with Daviena Skincare when a TikTok user named "Dokter Detektif" tested the HB Dosting Body Lotion, which was claimed to contain 10% niacinamide and 2% tranexamic acid. However, laboratory test results revealed that the claims did not match the actual content (Rafi, 2025). This allegation significantly impacted the brand's reputation and raised concerns among consumers. Although there is no specific data on declining sales, it was reported that hundreds of thousands of Daviena Skincare packages were withdrawn from circulation (Harahap, 2024).

According to research by Ramli et al. (Ramli R. A., Hisyam, Mahfuza, & Amira, 2024), product overclaim can affect brand awareness, customer satisfaction, customer loyalty, and repurchase intentions for skincare products. The study showed that exaggerated claims without scientific backing can reduce consumer trust in a brand, decrease satisfaction, and ultimately negatively affect loyalty and repurchase intention (Rafi, 2025). In addition, online reviews from other consumers play a crucial role in shaping purchasing decisions. Online Customer Reviews (OCR) are an important factor influencing consumer trust, which in turn affects purchase intention. The trust factor held by consumers is also very influential on their intention to buy (Safitri & Widiati, 2022). After the overclaim issue emerged, various reviews and discussions on social media increased, further influencing the public's perception of the Daviena brand.

Conceptual Framework



The conceptual framework of this study posits that overclaim in social media (X1) and online reviews (X2) influence consumer behavior (M), which in turn affects purchasing decisions (Y). These relationships are tested both directly and indirectly (mediation).

Hypotheses

This research examines how exposure to overclaim in social media and online reviews influences consumer purchasing decisions, both directly and indirectly through consumer

behavior. The relationships among these variables are visualized in the conceptual framework and are outlined in the following hypotheses:

1. H1: Overclaim exposure on social media (X_1) has a positive effect on online purchasing decisions for Daviena Skincare products (Y_1).
2. H2: Online reviews (X_2) have a positive effect on online purchasing decisions for Daviena Skincare products (Y_1).
3. H3: Overclaim exposure on social media (X_1) affects consumer behavior (M_1).
4. H4: Online reviews (X_2) affect consumer behavior (M_1).
5. H5: Consumer behavior (M_1) affects purchasing decisions.

RESEARCH METHODOLOGY

This research employed a quantitative method with a survey approach. The population consisted of consumers who had seen promotions or reviews of Daviena Skincare products on social media. Data were collected through an online questionnaire using purposive sampling techniques. Respondents were required to have seen Daviena promotions, had experience or intention to purchase the product, actively used social media as a source of purchasing information, and be at least 17 years old.

Sample

The research sample consisted of 319 respondents who had seen Daviena promotions on social media. The sampling technique used was purposive sampling with the following criteria:

1. Had seen advertisements or reviews of Daviena products on social media or online review platforms.
2. Had experience purchasing or intended to purchase Daviena Skincare products.
3. Used social media as an information source in making purchasing decisions.
4. Aged at least 17 years old.

Data Collection

Data were collected through closed-ended questionnaires distributed online. The measurement scale used a 5-point Likert scale.

Operational Variable Table:

Variable	Indicator	Scale
Social Media Overclaim (X1)	Frequency, trust, duration, interaction	Likert 1–5
Online Review (X2)	Number read, perceived honesty, influence on interest	Likert 1–5
Consumer Behavior (M)	Searching for info, comparing, asking	Likert 1–5
Purchase Decision (Y)	Purchase intention, confidence, media influence	Likert 1–5

Data Analysis Technique

Data were analyzed using SPSS through several statistical tests, including validity and reliability tests (Cronbach's Alpha), and a normality test (Kolmogorov-Smirnov). Multicollinearity tests (VIF and tolerance) were conducted to assess the correlation among independent variables, and a heteroscedasticity test was performed to identify error variability. Multiple linear regression analysis was used to measure the influence of independent variables, and hypothesis testing was conducted using t-tests and F-tests to determine the significance of the influence of independent variables on the dependent variable

RESEARCH RESULTS

Validity Test: Conducted by comparing the Corrected Item-Total Correlation values with the r-table value. An item is declared valid if the Corrected Item-Total Correlation > r-table.

Variable X1 – Social Media Overclaim

Tabel 1. Item-Total Statistics

No	Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	p1	14,0188	10,993	,351	,614
2	p2	14,1661	9,510	,529	,526
3	p3	14,3354	10,783	,331	,625
4	p4	14,1944	9,975	,475	,555
5	p5	14,3197	10,866	,316	,632

Source: SPSS output results based on questionnaire data processed by researchers, 2025

All items in variable X1 have Corrected Item-Total Correlation values greater than the r-table value (0.09). Therefore, every item in variable X1 is considered valid and passes the validity test.

Variable X2 – Online Review

Tabel 2. Item-Total Statistics

No	Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	p1	14,0909	14,360	,165	,654
2	p2	14,3762	11,537	,494	,483
3	p3	14,2884	14,338	,230	,616
4	p4	14,5831	11,049	,520	,464
5	p5	14,3103	11,988	,436	,515

Source: SPSS output results based on questionnaire data processed by researchers, 2025

All question items for variable X2 have Corrected Item-Total Correlation values higher than the r-table value of 0.09. Thus, every item in variable X2 is declared valid and passes the validity test.

Variable M – Consumer Behavior.

Tabel 3. Item-Total Statistics

No	Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	p1	23,2665	14,404	,285	,583
2	p2	23,2884	14,023	,382	,556
3	p3	23,3009	14,060	,344	,566
4	p4	23,5611	13,329	,396	,547
5	p5	23,4545	13,871	,352	,562
6	p6	23,8903	13,073	,313	,576
7	p7	24,2853	12,922	,251	,609

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Since all Corrected Item-Total Correlation values exceed the r-table value of 0.09, all question items under variable M are considered valid and pass the validity test.

Variable Y – Purchase Decision

Tabel 4. Item-Total Statistics

No	Variabel	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	p1	14,0408	14,190	,171	,612
2	p2	14,2727	11,897	,421	,481
3	p3	14,2853	13,821	,212	,592
4	p4	14,4357	10,706	,489	,433
5	p5	14,4138	11,734	,421	,480

Source: SPSS output results based on questionnaire data processed by researchers, 2025

All Corrected Item-Total Correlation values for variable Y exceed the r-table value of 0.09. Therefore, all items under variable Y are valid and pass the validity test.

Uji Reliabilitas :

Tabel 5. Variable X1 – Social Media Overclaim

No	Reliability Statistics	
1	Cronbach's Alpha	N of Items
2	,645	5

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Since the Cronbach's Alpha value exceeds 0.60, it can be concluded that all question items under variable X1 are reliable and pass the reliability test.

Tabel 6. Variable X2 – Online Review

No	Reliability Statistics	
1	Cronbach's Alpha	N of Items
2	,609	5

Source: SPSS output results based on questionnaire data processed by researchers, 2025

As the Cronbach's Alpha value is greater than 0.60, all items under variable X2 are considered reliable and meet the criteria for the reliability test.

Tabel 7. Variable M – Consumer Behavior

No	Reliability Statistics	
1	Cronbach's Alpha	N of Items
2	,608	7

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Since the Cronbach's Alpha value exceeds the threshold of 0.60, all items in variable M are considered reliable and pass the reliability test.

Tabel 8. Variable Y – Purchase Decision

No	Reliability Statistics	
1	Cronbach's Alpha	N of Items
2	,682	5

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Because the Cronbach's Alpha value is greater than 0.60, all question items under variable Y are declared reliable and pass the reliability test.

Uji Normalitas

Tabel 9. One-Sample Kolmogorov–Smirnov Test

No			X1	X2	M	Y
1	N		319	319	319	319
2	Normal Parameters[a b]	Mean	3,5517	3,5824	3,9295	3,5724
3		Std. Deviation	,77366	,84879	,59700	,84003
4	Most Extreme Differences	Absolute	,100	,152	,153	,146
5		Positive	,073	,152	,086	,130
6		Negative	-,100	-,152	-,153	-,146
7	Test Statistic		,100	,152	,153	,146
8	Asymp. Sig. (2-tailed)		,071[c]	,052[c]	,080[c]	,050[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS output results based on questionnaire data processed by researchers, 2025

This test aims to determine whether the data are normally distributed. The test results show that the significance values for each variable are greater than 0.05, indicating that all variables are normally distributed. This is important because normal distribution is a prerequisite for valid and unbiased regression estimates.

Uji Multikolinearitas

Tabel 10. Coefficients[3]

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
No	Model	B	Std. Eror	Beta			Tolerance	VIF
1	1 (Constant)	3,634	,383		9,497	,000		
2	X1	-,034	,062	-,032	-,550	,583	,957	1,045
3	X2	-,066	,056	-,066	-1,162	,246	,970	1,031
4	M	,075	,082	,053	,916	,360	,929	1,077

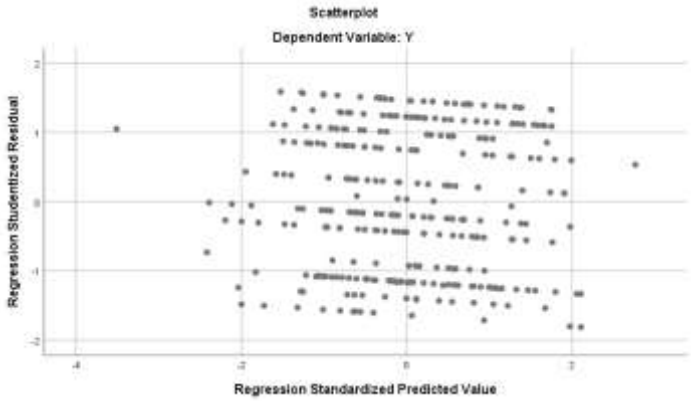
a. Dependent Variabel: Y

Source: SPSS output results based on questionnaire data processed by researchers, 2025

The multicollinearity test shows that there is no strong correlation between the independent variables (X1 and X2), as indicated by VIF values less than 10 and tolerance values greater than 0.10. This demonstrates that each independent variable contributes uniquely to the dependent variable (Y), and there is no redundancy in the information.

Uji Heteroskedastisitas

Gambar 1. Scatterplot



Source: SPSS output results based on questionnaire data processed by researchers, 2025

Based on the figure above, the results of the heteroscedasticity test are as follows:

1. The data points are randomly scattered in various directions.
2. The scatterplot does not form any particular pattern.
3. The points are spread above, below, and around the zero value.
4. This random dispersion of data points around zero indicates that heteroscedasticity does not occur in this study.

The heteroscedasticity test shows that the data are randomly distributed and do not form a specific pattern, meaning there is no issue with residual variance (homoscedasticity is fulfilled). This indicates that the regression model built is relatively stable and reliable.

Multiple Linear Regression Test (From X Variables to Y Variable)

Tabel 11. Coefficients[a]

No	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Beta	Std. Error	Beta		
1	1 (Constant)	3,855	,297		12,979	,000
2	X1	-,022	,061	-,021	-,368	,713
3	X2	-,057	,056	-,057	-1,018	,000

a. Dependent Variable: Y

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Formula:
Table for Multiple Linear Regression Test
(based on the "B" value, the formula is:)
$Y = A + B_1 \cdot X_1 + B_2 \cdot X_2 + ...$
Where:

- A is the constant value (the value of variable Y before any influence from the independent variables)
- B_1 is the coefficient generated by variable X1
- B_2 is the coefficient generated by variable X2

Based on the multiple linear regression test results between the independent variables X1 (Overclaim) and X2 (Online Review) on the dependent variable Y (Purchase Decision), the following values were obtained:

- A (Constant) = 3.855
- B_1 (Coefficient X1) = -0.022
- B_2 (Coefficient X2) = -0.057

Thus, the regression model can be written as:
$Y = 3.855 – 0.022(X1) – 0.057(X2)$
Explanation of the formula:

- Constant (A = 3.855):
  The constant value indicates that if there is no influence from the overclaim or online review variables (X1 = 0 and X2 = 0), the baseline value of the purchase decision is 3.855. This can be interpreted as the natural level of purchasing decision, or as influenced by other factors outside the model.
- Coefficient X1 (Overclaim = -0.022):
  Indicates that each one-unit increase in perceived overclaim on social media will decrease the purchase decision by 0.022 units, assuming variable X2 remains constant. However, because

the significance value (Sig. = 0.713 > 0.05), this influence is not statistically significant. In this study, overclaim does not have a meaningful effect on purchasing decisions.

- Coefficient X2 (Online Review = -0.057):
  Shows that every one-unit increase in the perception of online reviews reduces the purchase decision by 0.057 units, assuming X1 is held constant. Although the significance value (Sig. = 0.000 < 0.05) indicates statistical significance, the negative direction of the coefficient contradicts the initial hypothesis which stated that online reviews would have a positive effect.

Multiple Linear Regression Test (From X Variables to M Variable)

Tabel 12. Coefficients[a]

			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
No	Model		B	Std. Eror	Beta		
1	1	(Constant)	2,941	,204		14,431	,000
2	XI		,157	,042	,204	3,764	,000
3	X2		,120	,038	,170	3,140	,002

a. Dependent Variabel: M

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Formula:
Table for Multiple Linear Regression Test
(based on the "B" value, the formula is:)
$Y = A + B_1 \cdot X_1 + B_2 \cdot X_2 + ...$
Where:

- A is the constant (the condition/value of variable M before any influence from independent variables)
- B_1 is the coefficient generated by variable X1
- B_2 is the coefficient generated by variable X2

Based on the results of the multiple linear regression test between the independent variables X1 (Overclaim) and X2 (Online Review) on the dependent variable M (Consumer Behavior), the following results were obtained:

- A (Constant) = 2.941
- B_1 (Coefficient X1) = 0.157
- B_2 (Coefficient X2) = 0.120

Thus, the regression model can be written as:
Y = 2.941 + 0.157(X1) + 0.120(X2)
Explanation of the formula:

- Constant (A = 2.941):
  The constant value indicates that if there is no influence from the overclaim or online review variables (X1 = 0 and X2 = 0), the base level of consumer behavior is 2.941. This can be considered the natural level of consumer behavior or due to other factors outside the model.
- Coefficient X1 (Overclaim = 0.157):
  Indicates that every one-unit increase in the perception of overclaim in social media will increase consumer behavior by 0.157 units, assuming variable X2 is held constant. With a significance value of Sig. = 0.000 < 0.05, this influence is statistically significant. In the context of this study, overclaim significantly affects consumer behavior.
- Coefficient X2 (Online Review = 0.120):
  Indicates that every one-unit increase in the perception of online reviews increases consumer behavior by 0.120 units, assuming variable X1 remains constant. With Sig. = 0.002 < 0.05, this influence is also statistically significant, meaning that online reviews significantly affect consumer behavior in this study.

Simple Linear Regression Test (From Variable M to Variable Y)

Tabel 13. Coefficients[a]

No	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	1 (Constanta)	3,376	,314		10,755	,000
2	M	,050	,079	,036	,633	,527

a. Dependent Variable: Y

Source: SPSS output results based on questionnaire data processed by researchers, 2025

Regression Formula:
Table for Multiple Linear Regression Test
(based on the "B" value, the formula is:)
$Y = A + B_1 \cdot X_1 + B_2 \cdot X_2 + ...$
Where:

- A is the constant (the condition/value of variable Y before any influence from the independent variable)
- B_1 is the coefficient produced by variable 1
- B_2 is the coefficient produced by variable 2

Based on the results of the multiple linear regression test between the independent variable M (Consumer Behavior) and the dependent variable Y (Purchase Decision), the results are as follows:

- A (Constant) = 3.376
- B_1 (Coefficient M) = 0.050

So, the regression model can be written as:
Y = 3.376 + 0.050(M)
Explanation of the formula:

- Constant (A = 3.376):
  The constant value indicates that if there is no influence from the consumer behavior variable (M = 0), then the baseline value of the purchase decision is 3.376. This can be considered the level of purchase decision that occurs naturally or due to other external factors outside the model.
- Coefficient M (Consumer Behavior = 0.050):
  Indicates that every one-unit increase in perceived consumer behavior will increase purchase decision by 0.050 units. However, since the significance value (Sig. = 0.527 > 0.05), this effect is not statistically significant. This means that in the context of this study, consumer behavior does not have a real influence on purchase decision.

DISCUSSION

The results of the study indicate that overclaim in social media (X1) and online reviews (X2) have a significant effect on consumer behavior (M), but do not have a significant direct effect on purchase decision (Y). This finding is interesting because it shows that the influence of X1 and X2 on Y occurs indirectly through M (consumer behavior) as a mediating variable.

More specifically, the regression coefficient between X1 and M is positive and significant (B = 0.157; Sig. = 0.000), as is the relationship between X2 and M (B = 0.120; Sig. = 0.002). This means that the higher the consumer's perception of overclaim and online reviews, the more reactive their behavior will be, including curiosity, caution, or critical attitudes toward the Daviena brand. This is in line with the findings of Ramli et al. (2024), which state that overclaim affects satisfaction and loyalty through consumer perception.

However, when directly tested against purchase decision (Y), variables X1 and X2 actually show negative and insignificant coefficients (X1: B = -0.022; Sig. = 0.713 and X2: B = -0.057; Sig. = 0.000, but the direction is negative). This indicates that consumers who are aware of overclaim or misleading reviews tend to delay or cancel their purchase decisions. The negative influence of online reviews on purchase decisions also reflects that negative reviews have a stronger impact than positive ones, as supported by the study from Safitri and Widiati (Safitri & Widiati, 2022).

Furthermore, when testing the influence of consumer behavior (M) on purchase decision (Y), the result is also not significant (B = 0.050; Sig. = 0.527), indicating that although consumer behavior is formed by perceptions of overclaim and online reviews, it does not necessarily lead directly to purchase actions. This could be influenced by external factors such as price, urgency, or brand loyalty.

Overall, these findings suggest that digital communication strategies such as overclaim may damage consumer trust if not supported by credible evidence. On the other hand, online reviews must be properly managed to maintain product credibility in the eyes of potential consumers.

CONCLUSION

Based on the results of data analysis and the discussion described above, the following conclusions can be drawn:

1. Overclaim on social media has a significant effect on consumer behavior, but does not have a significant direct effect on the purchase decision of Daviena Skincare products.
2. Online reviews have a significant influence on consumer behavior, but their direct effect on purchase decisions tends to be negative and does not align with the initial hypothesis.
3. Consumer behavior does not have a significant influence on purchase decisions, indicating that consumer perceptions and critical attitudes are not necessarily followed by purchase actions.
4. These findings reinforce the role of consumer behavior as a mediating variable in the influence of overclaim and online reviews on purchase decisions, even though the final impact is not fully significant.

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