

## DAFTAR PUSTAKA

- Abdhul, Y. (2023). *7 Contoh dan cara menangani komplain pelanggan yang baik*. Deepublishstore. <https://deepublishstore.com/blog/komplain-pelanggan/>
- Aditya, E. D., Siregar, E. S., & Sari, D. A. P. (2022). Measuring purchase decision tendencies of Jakarta special region e-commerce consumer. *Jurnal Dinamika Manajemen dan Bisnis*, 6(1), 19–32. <https://doi.org/10.21009/JDMB.06.1.2>
- Agustin, Amin, S., & Indra, D. (2023). Consumer behavior in purchasing on the TikTok shop marketplace. *The 4th International Conference On Economics, Business and Information Technology, 2008*, 685–692.
- Ahmadi, F., & Hudrasyah, H. (2022). Factors influencing product purchase intention in TikTok live streaming shopping. *International Journal of Accounting, Finance and Business (IJAFB)*, 7(43), 571–586. <https://doi.org/10.55573/IJAFB.074342>
- Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying: Moderating effects of sales promotion and credit card use. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 235–256. <https://doi.org/10.1108/APJML-04-2017-0073>
- Akramunnas, Katman, M. N., & Inayah, N. (2022). The Influence of religiosity and product quality on purchase decisions for muslim clothing in e-commerce in Makassar city. *Return : Study of Management, Economic and Bussines*, 1(3), 99–107. <https://doi.org/10.57096/return.v1i03.18>
- Amanda, T., Tj, H. W., Kusniawati, A., & Surjaatmadja, S. (2021). Effect of electronic word of mouth, product quality, and price on purchase intention. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(3), 6181–6190. <https://doi.org/10.33258/birci.v4i3.2424> 6181
- Amri, S., & Prihandono, D. (2019). Influence lifestyle, consumer ethnocentrism, product quality on purchase decision through purchase intention. *Management Analysis Journal*, 8(1), 25–38. <https://doi.org/10.15294/maj.v8i1.26057>
- Andryusalfikri, Wahab, Z., & Widiyanti, M. (2019). Effect of trust, quality of products and quality services on purchase decisions on e-commerce shopee in Palembang city. *International Journal of Management and Humanities*, 3(12), 1–6. <https://doi.org/10.35940/ijmh.l0313.0831219>
- Anisa, Risnawati, R., & Chamidah, N. (2022). Pengaruh word of mouth mengenai live streaming TikTok shop terhadap keputusan pembelian konsumen. *Jurnal Komunikasi Pemberdayaan*, 1(2), 131–143.

<https://doi.org/10.47431/jkp.v1i2.230>

- Annur, C. M. (2023). *Pertumbuhan melambat, jumlah pengguna media sosial global capai 4,76 miliar hingga awal 2023*. Databoks Katadata. <https://databoks.katadata.co.id/datapublish/2023/02/07/pertumbuhan-melambat-jumlah-pengguna-media-sosial-global-capai-476-miliar-hingga-awal-2023>
- Arnanda, F. P. (2022). Pengaruh word of mouth, product quality aplikasi Shopee terhadap purchase intention dengan brand image sebagai variabel intervening. *Ekonomis: Journal of Economics and Business*, 6(1), 238. <https://doi.org/10.33087/ekonomis.v6i1.485>
- Arro, R. (2018). *Mengapa fashion wanita lebih tren dari pria?* Dictio.Id. <https://www.dictio.id/t/mengapa-fashion-wanita-lebih-tren-dari-pria/24705/2>
- Assidiqi, S., & Julaeha, L. S. (2022). Effect of price, sales promotion and halal awareness of skin care product purchase decisions (case study on Shopee app users in Jakarta). *International Journal of Education, Information Technology and Others (IJEIT)*, 5(2), 389–399. <https://doi.org/10.5281/zenodo.5851660>
- Ayu, I. G., Febriati, U., Nyoman, N., & Respati, R. (2020). The effect of celebrity endorser credibility and product quality mediated by brand image on purchase intention. *American Journal of Humanities and Social Sciences Research*, 4(3), 464–470. <https://www.ajhssr.com/the-effectof-celebrity-endorsercredibility-and-product-quality-mediated-by-brand-image-on-purchase-intention/>
- Bhatti, A. (2018). Sales promotion and price discount effect on consumer purchase intention with the moderating role of social media in Pakistan. *International Journal of Busniness Management*, 3(4), 50–58. <https://sciarena.com/article/sales-promotion-and-price-discount-effect-on-consumer-purchase-intention-with-the-moderating-role-of-social-media-in-pakistan>
- Ceci, L. (2023). *Leading mobile apps worldwide in 2022, by downloads*. Statista. <https://www.statista.com/statistics/1285960/top-downloaded-mobile-apps-worldwide/>
- Chen, T., Peng, L., Yang, J., Cong, G., & Li, G. (2021). Evolutionary game of multi-subjects in live streaming and governance strategies based on social preference theory during the COVID-19 pandemic. *Mathematics*, 9(21), 2743. <https://doi.org/10.3390/math9212743>
- Cupian, Khairunisa, L., & Noven, S. A. (2023). Pengaruh lifestyle, islamic branding dan e-service quality terhadap keputusan pembelian online produk fashion muslim melalui media sosial instagram (studi pada masyarakat muslim Provinsi Jawa Barat). *JIEI: Jurnal Ilmiah Ekonomi Islam*, 9(01), 152–161. <https://doi.org/10.29040/jiei.v9i1.7850>

- Dewi, E., Tarigan, S., Sabrina, H., & Syahputri, Y. (2020). The influence of lifestyle and sales promotion on online purchase decisions for home-cooked culinary during Covid-19 in Medan city, Indonesia. *International Journal of Research and Review (Ijrrjournal.Com)*, 7(10), 10. [https://www.ijrrjournal.com/IJRR\\_Vol.7\\_Issue.10\\_Oct2020/Abstract\\_IJRR020.html](https://www.ijrrjournal.com/IJRR_Vol.7_Issue.10_Oct2020/Abstract_IJRR020.html)
- Dhingra, S., Gupta, S., & Bhatt, R. (2020). A study of relationship among service quality of e-commerce websites, customer satisfaction, and purchase intention. *International Journal of E-Business Research*, 16(3), 42–59. <https://doi.org/10.4018/IJEBR.2020070103>
- Dwiastono, R. (2023). *Berjualan lewat live streaming TikTok: Apakah ini masa depan online shopping?* Voa Indonesia. <https://www.voaindonesia.com/a/berjualan-lewat-live-streaming-tiktok-apakah-ini-masa-depan-online-shopping-/6737682.html>
- Fachmi, M., Setiawan, I. P., & Hidayat, A. (2019). Analysis of factors affecting consumer purchase decision at online shops. *International Journal of Innovative Science and Research Technology*, 4(3), 119–121. <https://doi.org/10.17605/OSF.IO/WV7MU>
- Fauziah, N. A. (2022). *Live streaming TikTok, sarana jualan online masa kini*. Energi Bangsa. <https://energibangsa.id/live-streaming-tiktok-sarana-jualan-online-masa-kini/>
- Fauziah, Y., Dwikotjo, F., Sumantyo, S., & Ali, H. (2023). Pengaruh online consumer review, kualitas produk dan persepsi harga terhadap keputusan pembelian. *Jurnal Komunikasi dan Ilmu Sosial*, 1(1), 48–64. <https://doi.org/10.38035/jkis.v1i1.118>
- Fitinline. (2022). *9 Cara untuk meningkatkan kualitas produk garmen*. Fitinline. <https://fitinline.com/article/read/9-cara-untuk-meningkatkan-kualitas-produk-garmen/>
- Foster, S. T., & Gardner, J. W. (2022). *Managing quality: Integrating the supply chain* (7th Editio). John Wiley & Sons. [https://books.google.co.id/books?hl=id&lr=&id=9rCFEAAAQBAJ&oi=fnd&pg=PP1&dq=Managing+quality:+Integrating+the+supply+chain&ots=xwQWLWQ0JS&sig=WpjeThLS3XogJJzaaYUwKGhCheE&redir\\_esc=y#v=onepage&q=Managing quality%3A Integrating the supply chain&f=false](https://books.google.co.id/books?hl=id&lr=&id=9rCFEAAAQBAJ&oi=fnd&pg=PP1&dq=Managing+quality:+Integrating+the+supply+chain&ots=xwQWLWQ0JS&sig=WpjeThLS3XogJJzaaYUwKGhCheE&redir_esc=y#v=onepage&q=Managing%20quality%3A%20Integrating%20the%20supply%20chain&f=false)
- Ginee. (2021). *Pengguna TikTok Indonesia Gempar, Potensi Cuan Menggelegar!* Ginee.Com. <https://ginee.com/id/insights/pengguna-tiktok/>
- Hadinata, W., Trizie, R., & Hutagaol, J. (2023). The effect of personal selling, sales promotion and product quality on the purchase decision of yuasa brand motor battery at PT Adidaya Karya Indotama Medan. *Jurnal Ekonomi*, 12(1), 1180–1183. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hartono, C., Silintowe, Y. B. R., & Huruta, A. D. (2021). The ease of transaction and e-service quality of e-commerce platform on online purchasing decision. *BISMA (Bisnis dan Manajemen)*, 13(2), 81. <https://doi.org/10.26740/bisma.v13n2.p81-93>
- Haryono, S. (2016). Metode SEM untuk penelitian manajemen dengan AMOS, LISREL, PLS. In *Badan Penerbit PT. Intermedia Personalia Utama*. [http://repository.umy.ac.id/bitstream/handle/123456789/12640/ebookk\\_3in1.pdf?sequence=11&isAllowed=y](http://repository.umy.ac.id/bitstream/handle/123456789/12640/ebookk_3in1.pdf?sequence=11&isAllowed=y)
- Heriyana, Ma'ruf, J. J., Lubis, P. H., & Chan, S. (2020). The Influence of e-service quality and enjoyment on purchase intention, with perceived value as a mediator-a study of C2C e-commerce in Aceh province. *International Journal of Innovation, Creativity and Change*, 12(5), 591–608. [https://www.ijicc.net/images/vol12/iss5/12543\\_Heriyana\\_2020\\_E\\_R.pdf](https://www.ijicc.net/images/vol12/iss5/12543_Heriyana_2020_E_R.pdf)
- Hermenda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/jcs.4.2.76-89>
- Humairoh, H., Febriani, N., & Annas, M. (2023). Determinasi minat beli ulang konsumen pada aplikasi TikTok. *Dynamic Management Journal*, 7(1), 71. <https://doi.org/10.31000/dmj.v7i1.7440>
- Insider, R. (2023). *The impact of digital signage on customer experience and engagement*. Retail Insider. <https://retail-insider.com/articles/2023/03/the-impact-of-digital-signage-on-customer-experience-and-engagement/>
- Ipsos, M. (2022). *Livestream selling in Indonesia market is growing*. Ipsos.Com. <https://www.ipsos.com/en-id/livestream-selling-indonesia-market-growing>
- Irawan, R., Selfi, S., Oktaviani, R. D., & Suminar, R. (2020). The effect of e-service quality and price on online purchase intention during Covid 19. *Advances in Transportation and Logistics Research*, 3(2020), 129–134. <https://doi.org/10.25292/atlr.v3i0.259>
- Jiang, K., Luk, S. T., & Cardinali, S. (2018). The role of pre-consumption experience in perceived value of retailer brands: Consumers' experience from emerging markets. *Journal of Business Research*, 86, 374–385. <https://doi.org/10.1016/j.jbusres.2017.09.026>
- Keni, K., & Wilson, N. (2021). The role of consumers' perceived risk and sales promotion towards consumers' intention to visit in the fast-food restaurant sector during the current COVID-19 pandemic. *Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 174, 10–17. <https://doi.org/10.2991/aebmr.k.210507.002>
- Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality,

- e-satisfaction and e-loyalty: Case of online shopping in Pakistan. *South Asian Journal of Business Studies*, 8(3), 283–302. <https://doi.org/10.1108/SAJBS-01-2019-0016>
- Khoironi, T. A., Syah, H., & Dongoran, P. (2018). Product quality, brand image and pricing to improve satisfaction impact on customer loyalty. *International Review of Management and Marketing*, 8(3), 51–58. <https://www.proquest.com/docview/2056362671?pq-origsite=gscholar&fromopenview=true>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors influencing purchase intention in affecting purchase decision: A study of e-commerce customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, 28(1), 1–12. <https://doi.org/10.20476/jbb.v28i1.1290>
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14e Global). Pearson.
- Kurniawan, D. (2023). *Live streaming TikTok shop dan shopee, simak perbandingannya*. Dhahanews. [https://www.dhahanews.com/terkini/5759515352/live-streaming-tiktok-shop-dan-shopee-simak-perbandingannya#google\\_vignette](https://www.dhahanews.com/terkini/5759515352/live-streaming-tiktok-shop-dan-shopee-simak-perbandingannya#google_vignette)
- Laraswati, V., Aziz, F., Telkom, U., Buying, O. I., & Pembelian, K. (2021). The effect of sales promotion and online impulse buying on purchase decision in shopee on student in Bandung. *EProceedings of Management*, 8(6), 8745–8755.
- Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What influences consumers' intention to purchase innovative products: Evidence from China. *Frontiers in Psychology*, 13, 1–10. <https://doi.org/10.3389/fpsyg.2022.838244>
- Liu, X., & Kim, S. H. (2021). Beyond shopping: The motivations and experience of live stream shopping viewers. *2021 13th International Conference on Quality of Multimedia Experience (QoMEX)*, 187–192. <https://doi.org/10.1109/QoMEX51781.2021.9465387>
- Mayasari, I., Haryanto, H. C., Wiadi, I., Wijanarko, A. A., & Abdillah, W. (2022). Counterfeit purchase intention of fashion brands: The personal values and social aspect of consumers as determinants. *Gadjah Mada International Journal of Business*, 24(1), 1–24. <https://doi.org/10.22146/gamaijb.54660>
- Memon, R. H., Kazi, A. G., Zubedi, M. Y., & Ansari, A. (2019). Factors affecting impulse purchase behavior in hyderabad – marketing perspective. *International Journal of Entrepreneurial Research*, 2(1), 20–24. <https://doi.org/10.31580/ijer.v1i2.506>
- Muljani, N., & Koesworo, Y. (2020). The impact of brand image, product quality and price on purchase intention of smartphone. *International Journal of Research Culture Society*, 3(1), 99–103.
- Nadiya, F. H., & Wahyuningsih, S. (2020). Pengaruh kualitas produk, harga dan

citra merek terhadap keputusan pembelian fashion 3second di marketplace (Studi pada mahasiswa pengguna fashion 3second di kota Semarang). *Jurnal Ilmu Dan Riset Manajemen*, 5(2), 1–20.

- Napitupulu, F. (2019). Pengaruh harga dan kualitas produk terhadap kepuasan pelanggan pada PT. Ramayana Lestari Sentosa. *Kinerja*, 16(1), 1–9.
- Naurah, N. (2023). *Daftar platform media sosial yang paling banyak digunakan 2023, Facebook juaranya*. Goodstats.Id. <https://goodstats.id/article/daftar-platform-media-sosial-yang-paling-banyak-digunakan-2023-facebook-juaranya-BHY8q>
- Nisriyana, N. A. (2022). *Dominasi pelanggan perempuan di TikTok shopping year end sale*. Gadgetdiva.Id. <https://gadgetdiva.id/news/26754-dominasi-pelanggan-perempuan-di-tiktok-shopping-year-end-sale/>
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., Asir, M., Majenang, S., Jambatan Bulan, S., Bina Bangsa, U., Bandung, S., & Makassar, I. (2023). Analysis of factors influencing purchasing decisions, product quality and competitive pricing. *Management Studies and Entrepreneurship Journal*, 4(1), 183–188. <http://journal.yrpiiku.com/index.php/msej>
- Nurhayati, H. (2022). *Most used social media platforms to watch live shopping in Indonesia as of October 2022*. Statista. <https://www.statista.com/statistics/1347400/indonesia-leading-social-media-platforms-to-watch-live-shopping/>
- Nyoman, N., Wisudawati, S., Syarofi, M., Pendidikan, U., & Denpasar, N. (2023). The influence of e-service quality, e-trust and e-wom on live streaming purchase decisions. *Eksis: Jurnal Riset Ekonomi dan Bisnis*, 17(2), 199–210. <https://ejournal.stiedewantara.ac.id/index.php/001/article/view/1105>
- Ochir, D. C., & Tumurbaatar, C. (2019). Service quality effects on purchase intention and customer satisfaction: in case of e-commerce industry in Mongolia. *International Journal of Business Management and Economic Review*, 2(3), 49–58. <https://doi.org/10.35409/IJBMER.2019.4958>
- Ofa, G. S. F., & Wuisan, D. (2022). Analysis of the influence of brand image, product quality and price perception on the purchase decision of Honda motor vehicles in West Halmahera. *Indonesian Marketing Journal*, 1(2), 123. <https://doi.org/10.19166/imj.v1i2.5250>
- Oktavia, N., Mustari, Rahmatullah, Supatminingsih, T., & Dinar, M. (2022). Pengaruh kualitas produk dan kepercayaan konsumen terhadap keputusan pembelian pada aplikasi Shopee. *Journal of Social Science and Character Education*, 1(1), 28–38. <https://ojs.unm.ac.id/Ecoculture>
- Phatratkul, S., Sinchareon, T., Punoiam, K., Anuyahong, B., & Pengnate, W. (2022). Consumer behavior in purchasing decision to consume products and services of dan singkhon community to support foreign tourists in Prachuap

- Khiri Khanprovince. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 13(2), 932–943. <https://turcomat.org/index.php/turkbilmat/article/view/12621>
- Pongratte, L. J., Liu, J., Putri, M. D. P. W., & Paulin, A. (2023). The effect of promotion via TikTok live streaming on consumers' buying interest in clothing products. *Open Journal of Social Sciences*, 11(04), 333–347. <https://doi.org/10.4236/jss.2023.114024>
- Proboyo, A., & Kusuma, B. I. (2019). The impact of product attributes, price, place, advertising, and sales promotion: A case of kids shampoo in Indonesia. *Petra International Journal of Business Studies*, 2(2), 59–70. <https://doi.org/10.9744/ijbs.2.2.59-70>
- Purba, F. D. S., Sulistyarini, E., & Sadalia, I. (2018). The Influence of product quality on purchase intention through electronic words of mouth in PT. Telkomsel Medan. *KnE Social Sciences*, 3(10), 760–768. <https://doi.org/10.18502/kss.v3i10.3421>
- Puspitasari, N. B., Nugroho, S., Amyhorsea, D. N., & Susanty, A. (2018). Consumer's buying decision-making process in e-commerce. *E3S Web of Conferences*, 31(E3S Web Conf), 11003. <https://doi.org/10.1051/e3sconf/20183111003>
- Putri, W. K., & Pujani, V. (2019). The influence of system quality, information quality, e-service quality and perceived value on Shopee consumer loyalty in Padang City. *The International Technology Management Review*, 8(1), 10. <https://doi.org/10.2991/itmr.b.190417.002>
- Qazi, T. F., Muzaffar, S., Khan, A. A., & Basit, A. (2021). Offer to buy: The effectiveness of sales promotional tools towards purchase intention. *Bulletin of Business and Economics*, 10(3), 33–42. <https://www.bbejournal.com/index.php/BBE/article/view/97>
- Rachman, A. (2022). *5 Cara menjaga mutu & kualitas produk bisnis pakaian anak*. Koinworks. <https://koinworks.com/strategi-bisnis/pakaian-anak/mutu-kualitas-produk-bisnis-pakaian-anak/>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>
- Rahman, H. A., & Sitio, A. (2019). The effect of promotion and product quality through purchase decision on the customer satisfaction of Bohemian Project. Id products. *International Journal of Engineering Technologies and Management Research*, 9(1), 55–72. <https://doi.org/10.5281/zenodo.2555331>
- Rahman, S., Fadruha, F., Yusrizal, Y., Marlyna, R., & Momin, M. M. (2022). Improving the satisfaction and loyalty of online shopping customers based on

- e-commerce innovation and e-service quality. *Gajah Mada International Journal of Business*, 24(1), 56–81. <https://doi.org/10.22146/gamaijb.58783>
- Rai, B. (2020). A Study of the antecedents of smartphone purchase decision. *International Research Journal of Management Science*, 5(1), 40–59. <http://ncm.edu.np/wp-content/uploads/2021/03/A-Study-of-the-Antecedents-min.pdf>
- Ratu, E. P., Tulung, J. E., Putrinda Ratu, E., & Tulung, J. E. (2022). The impact of digital marketing, sales promotion, and electronic word of mouth on customer purchase intention at Tiktok Shop. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(4), 149–158. <https://doi.org/https://doi.org/10.35794/emba.v10i4.43705>
- Rindi, R., & Nilowardono, S. (2021). The influence of product quality, brand image and promotion on the purchase decision of 3second fashion. *Journal of World ...*, 3(6), 549–556. <http://proceedings.worldconference.id/index.php/prd/article/view/402%0Ahttp://proceedings.worldconference.id/index.php/prd/article/download/402/204>
- Sadya, S. (2023). *Pengguna TikTok Indonesia terbesar kedua di dunia pada awal 2023*. DataIndonesia.Id. <https://dataindonesia.id/Digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia-pada-awal-2023>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Senavirathne, T. N., & Kumaradeepan, V. (2020). Evaluation of consumer attitudes towards purchase intention on women's skincare products in Sri Lanka: Special reference to anuradhapura district. *Journal of Business Management*, 3(1), 84–97. <http://repo.lib.jfn.ac.lk/ujrr/handle/123456789/2826>
- Setiawati, E., & Wiwoho, G. (2021). Pengaruh social media marketing dan product quality terhadap purchase decision dengan purchase intention sebagai intervening pada produk Jims Honey. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 3(3), 407–424. <https://doi.org/10.32639/jimmba.v3i3.843>
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26–38. <https://doi.org/10.4067/S0718-18762018000100103>
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63, 101365. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Solihin, D. (2020). Pengaruh kepercayaan pelanggan dan promosi terhadap



keputusan pembelian konsumen pada online shop Mikaylaku dengan minat beli sebagai variabel intervening. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, dan Teknologi*, 4(1), 38–51. <https://doi.org/10.33753/mandiri.v4i1.99>

- Suganda, U. K., & Arrifianti, I. (2023). Analysis of the drivers of consumer purchasing decisions in the digital era: the role of social media marketing, e-service quality, and payment safety. *Quantitative Economics and Management Studies*, 4(1), 1–11. <https://doi.org/10.35877/454ri.qems1302>
- Sugiyarto, Harianto, D., & Kusuma, D. A. (2022). Pengendalian kerusakan jahitan produk fashion dengan statistical process control (SPC) di PT. SRI. *Jurnal Tekstil: Jurnal Keilmuan dan Aplikasi Bidang Tekstil Dan Manajemen Industri*, 5(1), 46–53. <https://doi.org/10.59432/jute.v5i1.22>
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan r&d* (2nd ed.). Alfabeta.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When brand image, perceived price, and perceived quality interplay in predicting purchase intention: Developing a rhombus model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232. <https://doi.org/10.36941/ajis-2022-0021>
- Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2020). Measuring customer satisfaction of a café and coffee shop colony at a traditional market. *Journal of Foodservice Business Research*, 23(1), 78–94. <https://doi.org/10.1080/15378020.2019.1686897>
- Syahril, Sihotang, M., Hadinegoro, R., Sulastri, E., Rochmad, I., Cahyono, Y., & Purwanto, A. (2022). Hospitals customer e-loyalty: how the role of e- service quality , e-recovery service quality and e- satisfaction ? *UJoST- Universal Journal of Science and Technology*, 1(1), 23–27. <https://doi.org/10.11111/ujost.v1i1.56>
- Syahrini, A., & Arif, E. (2019). The influence of price, trust and sales promotion on purchase intention of Traveloka mobile application. *Jurnal Ilmiah Manajemen FEB UB*, 8(2), 1–8. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/6511>
- Tjanra, T. C. T., & Marchyta, N. K. (2021). Pengaruh online advertising, e-service quality, dan product quality terhadap purchase intention toko online. *Agora*, 9(2), 1–6. <http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/11723%0Ahttp://publication.petra.ac.id/index.php/manajemen-bisnis/article/download/11723/10324>
- Ulkhag, M. M., Rabbani, M., Rachmania, B. A., Wibowo, A. T., & Ardi, F. (2019). Integrating importance-performance analysis into e-s-qual and e-recs-qual scales for assessing electronic service quality. *IOP Conference Series: Materials Science and Engineering*, 598(1), 012002. <https://doi.org/10.1088/1757-899x/598/1/012002>

- Veloso, C. M., Magueta, D., Sousa, B. B., & Luís Carvalho, J. (2020). Meassevuring E-service quality, satisfaction and loyalty of customer in the online channel of the modern retail. *IBIMA Business Review*, 2020, 1–15. <https://doi.org/10.5171/2020.531781>
- Verihubs. (2022). *Efektif! Terapkan 8 cara menangani keluhan pelanggan ini*. Verihubs. <https://verihubs.com/blog/cara-menangani-keluhan-pelanggan/>
- Wahyuni, S., & Praninta, A. (2021). Influence of brand equity and service quality on purchase decisions on Garuda Indonesia airline services. *Research Horizon*, 1(1), 28–38. <https://doi.org/10.54518/rh.1.1.2021.28-38>
- Walintukan, C., Tumbuan, W. J. F. A., & Tulung, J. E. (2018). the Effect of Product Quality, Sales Promotion and Social Influence on customer purchase intention in Bellagio Shoes store in Manado. *Jurnal EMBA*, 6(4), 3533–3542.
- Wangsa, I. N. W., Rahanatha, G. B., Yasa, N. N. K., & Dana, I. M. (2022). The effect of sales promotion on electronic word of mouth and purchase decision (study on Bukalapak users in Denpasar city). *European Journal of Business and Management Research*, 7(2), 176–182. <https://doi.org/10.24018/ejbmr.2022.7.2.1353>
- Wijaya, D. R. (2022). The influence of e-service quality, sales promotion and e-security on decisions to use online delivery message service during pandemic (case study of Go-Food Users) in Salatiga. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 18085–18098. <https://doi.org/https://doi.org/10.33258/birci.v5i3.5791>
- Wilis, R. A., & Nurwulandari, A. (2020). The effect of e-service quality, e-trust, price and brand image towards e-satisfaction and its impact on e-loyalty of Traveloka's customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 4(3), 1061–1099. <https://doi.org/https://doi.org/10.31955/mea.v4i3.609>
- Wirakanda, G. G., Pringgabayu, D., & Widiana, S. F. (2021). How sales promotion can effect on consumer's purchase decisions. *Advanced International Journal of Banking, Accounting and Finance*, 3(7), 59–71. <https://doi.org/10.35631/aijbaf.37005>
- Wirawati, S. M., Arthawati, S. N., Khamaludin, M. F., Novitasari, D., Adwiyah, R., & Juwaini, A. (2021). The effect of social media, consumer trust and e-service quality on purchase intention of online transportation services. *Annals of the Romanian Society for Cell Biology*, 25(4), 7686–7695. <https://www.annalsofrscb.ro/index.php/journal/article/view/3425>