

The Influence of Digital Promotion and Application Service Quality on Food Purchasing Decisions Through GoFood in Karawang

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ABSTRACT

This study aims to analyze the factors influencing food purchasing decisions through the GoFood service in the Karawang region, focusing on digital promotion variables and the quality of the application's services. The method used is a quantitative approach by distributing questionnaires to 100 GoFood user respondents who live or work in Karawang. The sampling technique used a purposive sampling method with certain criteria. Data analysis was conducted using the SPSS application with validity and reliability tests, multiple linear regression, t-test, f-test, and coefficient of determination. The results show that digital promotion has a significant effect on purchasing decisions, while the quality of the application's services does not have a significant effect partially. However, simultaneously, both variables influence purchasing decisions. These findings indicate that digital promotion plays a significant role in attracting consumer interest. Therefore, it is recommended that service providers such as GoFood continue to improve the effectiveness of digital promotions to encourage purchasing decisions, while maintaining service consistency to increase user satisfaction and loyalty.

Keywords: *Digital Promotion, Application Service Quality, Purchase Decision*

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Received: March 01, 2026

Revised: March 27, 2026

Accepted: April 08, 2026

Published: April 22, 2026



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1. INTRODUCTION

Advances in digital technology have brought significant transformations to various aspects of life, including food consumption. The shift in modern lifestyles toward convenience and efficiency has driven an increase in the use of digital services, including app-based food delivery services. GoFood, as part of the Gojek ecosystem, is a pioneer in providing a practical solution for people who want to order food without having to go to a restaurant in person. Simply through the app on their phones, consumers can choose from a variety of menus from partner restaurants, and their food will be delivered directly to their location.

This phenomenon is clearly visible in the Karawang region, one of Indonesia's largest industrial areas. The high mobility of people, particularly office workers and the urban middle class, makes services like GoFood a highly sought-after option. According to Gojek's 2022–2023 annual report, GoFood is one of the largest revenue contributors, and the number of active users continues to grow, particularly in urban areas and industrial areas. Beyond convenience, Gojek also continues to innovate by integrating digital promotional strategies such as push notification promotions, collaborations with local merchants, and gamification features to encourage customer loyalty.

However, despite the increased use of the service, challenges arise that require attention. Competition in the food delivery industry is becoming increasingly fierce, with the emergence of other platforms like GrabFood and ShopeeFood, which also offer similar services with aggressive features and strategies. On the other hand, some GoFood restaurant and driver

partners are considered unable to provide consistent service quality. Complaints related to late deliveries, order errors, and driver-partner behavior remain issues that can impact consumer perception and loyalty to the platform.

In the context of digital marketing, digital promotions are a key element widely used by delivery service platforms to attract consumers. Digital promotions include discounts, cashback, free shipping, and loyalty programs delivered through apps and social media. Mawardi (2021) stated that digital promotions and service quality have a direct influence on purchasing decisions and customer satisfaction. Similar results were found by Fitria and Kurniawan (2020) in their study on Tokopedia, where online promotions and service responsiveness were key factors in driving consumer decisions.

Service quality is also a crucial aspect that cannot be overlooked. Research by Ramdini (2020) shows that service quality and brand image influence customer satisfaction on the Shopee platform. This aligns with research by Deviana and Syafarudin (2020), which revealed that user experience with the app's service quality and perception of brand image can indirectly influence purchasing decisions through satisfaction.

In other service sectors, such as banking, Nasabah et al. (2019) found that implementing interactive and personalized digital marketing can increase customer satisfaction and drive loyalty. This indicates that a digital approach to promotion has a broad impact, not only on the retail sector but also on system-based services. Meanwhile, in a study of GrabFood, Arief and Hendrayati (2021) stated that trust in service quality, payment systems, and driver professionalism significantly influence purchasing decisions and user loyalty, particularly in urban areas like Bandung.

Therefore, this study aims to analyze the influence of digital promotion and app service quality on food purchasing decisions through GoFood in Karawang. The research focuses on two independent variables: digital promotion and app service quality, and one dependent variable: purchasing decisions. By understanding the relationship between these three variables, it is hoped that useful insights will be found for culinary entrepreneurs and app developers in developing more effective strategies.

2. METHODS

This study uses a quantitative approach with a causal associative type, namely to measure and analyze the relationship between digital promotion and application service quality as independent variables on purchasing decisions as dependent variables.

The study was conducted in Karawang Regency, West Java, from April to May 2025, considering the high usage of GoFood services in the region. The population in this study was all GoFood users in Karawang, and the sampling technique used non-probability sampling with a purposive sampling method. Respondent criteria included users who were at least 17 years old, domiciled or worked in Karawang, and had used GoFood at least twice in the last three months.

The sample size was determined using the Lemeshow formula, as the population size was unknown. With a 95% confidence level and a 10% margin of error, a minimum of 96 respondents was obtained. To maintain data reliability, the sample size was set at 100 respondents. Data were collected using a closed-ended questionnaire with a Likert scale of 1–5, distributed online and offline.

Data analysis was conducted through several stages: validity and reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity), and multiple linear regression analysis to examine the effect of digital promotions and service quality on purchasing decisions. The t-test was used to examine partial effects, the f-test for simultaneous effects, and the coefficient of determination (R^2) to determine the extent of the influence of the two independent variables on the dependent variable. The analysis was conducted using SPSS version 25.

3. RESULTS AND DISCUSSION

This study involved 100 respondents who were active users of the GoFood app in the Karawang region. Data were obtained through a questionnaire measuring consumer perceptions of digital promotions and the app's service quality, as well as their relationship to food purchasing decisions through GoFood. Data analysis was performed using multiple linear regression to determine the influence of each variable, both partially and simultaneously, on purchasing decisions.

Table 1. Sample Demographic Statistics

Variable	Item	Frequency	Percentage (%)
Gender	Man	19	18.8%
	Woman	82	81.2%
Age	<18	1	1%
	18-22	72	71.3%
	22-30	28	27.7%
Work	Private employees	21	20.8%
	Government employees	5	5%
	Students	71	70.3%
	Self-employed	4	4%

Source: Processed questionnaire data (2025)

Based on demographic data, respondents included gender, age, and occupation. The results showed that the majority of respondents were female (81.2%), while only 18.8% were male. In terms of age, the majority of respondents were between 18 and 22 years old (71.3%), followed by those aged 22 and 30 (27.7%), and the remainder were under 18 (1%).

Based on occupation, the majority of respondents were students (70.3%), followed by private sector employees (20.8%), civil servants (5%), and self-employed (4%). This data indicates that the majority of GoFood users in Karawang in this study were young women still in education.

VALIDITY TEST

According to Ghozali (2016), validity testing is used to determine the extent to which a questionnaire item measures what it is supposed to measure. This test is conducted by calculating the correlation between each item's score and the total score. An item is considered valid if the calculated r-value is greater than the table r-value. In this study, with 100 respondents and a significance level of 5%, the table r-value was 0.197. Therefore, a statement item is considered valid if its item correlation value exceeds that figure.

Table 2. Validity Test Results

Variables	Statement	r-count	r-table 0.05	Note
Digital Promotion(X1)	X1.1	0.616	0.197	Valid
	X1.2	0.598	0.197	Valid
	X1.3	0.671	0.197	Valid
	X1.4	0.749	0.197	Valid
	X1.5	0.740	0.197	Valid
	X1.6	0.684	0.197	Valid
	X1.7	0.725	0.197	Valid
Application Service Quality(X2)	X2.1	0.761	0.197	Valid
	X2.2	0.740	0.197	Valid
	X2.3	0.724	0.197	Valid
	X2.4	0.671	0.197	Valid
	X2.5	0.692	0.197	Valid
	X2.6	0.664	0.197	Valid
	X2.7	0.682	0.197	Valid
Purchase Decision (Y)	Y	0.743	0.197	Valid
	Y	0.720	0.197	Valid
	Y	0.759	0.197	Valid
	Y	0.715	0.197	Valid
	Y	0.702	0.197	Valid
	Y	0.669	0.197	Valid

Source: SPSS data output processed by researchers 2025

The results of the validity test show that the statement items in the questionnaire for each variable, namely Digital Promotion (X1), Application Service Quality (X2), and Purchase Decision (Y). The validity test was conducted by comparing the calculated r-value with the r-table at a significance level of 0.05.

From the test results, all items had a calculated r-value greater than the r-table (0.197), which means that all statements in the questionnaire were declared valid and suitable for use for further analysis.

RELIABILITY TEST

Reliability testing is used to measure the consistency or stability of an instrument in collecting data. According to Ghazali (2016), an instrument is considered reliable if the measurement results on the same object produce consistent results. In this study, reliability was tested using the Cronbach's Alpha method. A variable is considered reliable if the Cronbach's Alpha value is ≥ 0.6 , indicating that the items in the questionnaire have good internal consistency.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Standard Alpha	Note
Digital Promotion (X1)	0.808	0.600	Reliable
Application Service Quality (X2)	0.827	0.600	Reliable
Purchase Decision (Y)	0.803	0.600	Reliable

Source: SPSS data output processed by researchers 2025

Table 3 presents the results of the research instrument reliability test using Cronbach's Alpha values. This test aims to measure the internal consistency of each item in the questionnaire to ensure the instrument's reliability. The analysis results show that all variables have Cronbach's Alpha values above 0.6, namely:

- Digital Promotion (X1) is 0.808
- Application Service Quality (X2) is 0.827
- Purchase Decision (Y) is 0.803

Thus, all instruments used in this study are declared reliable, because they have met the established reliability criteria.

CLASSICAL ASSUMPTION TEST

NORMALITY TEST

The normality test aims to determine whether the residual data in a regression model is normally distributed. One method used to do this is to examine the distribution shape in a residual histogram.

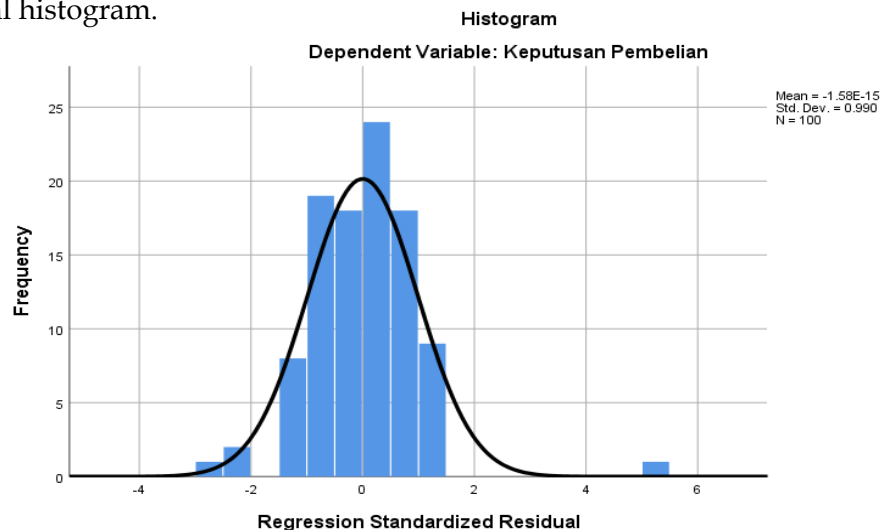


Figure 2. Results of Heteroscedasticity Test

Based on the results of the normality test analysis, the residual distribution appears to resemble a normal curve (bell-shaped curve). The histogram shows that the majority of the data falls around the mean, with frequencies decreasing symmetrically to the left and right. This indicates that the residuals are normally distributed. Therefore, it can be concluded that the regression model meets the assumption of normality and is suitable for further analysis.

According to Ghozali (2016), this test is used to prove whether the confounding or residual variables in the regression model have a normal distribution. The normality test uses the Kolmogorov-Smirnov test. If the research has an Asmp.Sig (2-tailed) residual variable value above 5 or 0.05%, it is considered to meet the normality test, and vice versa.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.77921743
Most Extreme Differences	Absolute	.070
	Positive	.065
	Negative	-.070
Test Statistics		.070
Asymp. Sig. (2-tailed)		.200 ^c

Source: SPSS data output processed by researchers 2025

Based on the results of the normality test, a significance value (Asymp. Sig. 2-tailed) of 0.200 was obtained. This value is greater than the significance limit of 0.05, so it can be con-

cluded that the residual data is normally distributed. Thus, the classical assumption of normality is met, meaning that the data in this study meets the requirements for multiple linear regression analysis.

MULCOLINEARITY TEST

The multicollinearity test aims to determine whether there is a high correlation between independent variables in a regression model. Multicollinearity should be avoided because it can affect the stability of the regression coefficients and bias the analysis results. According to Ghozali (2016), multicollinearity testing can be performed by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free of multicollinearity if the VIF value is <10 and the tolerance value is >0.10 .

Table 5. Results of Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,317	2,137		3,424	0.001		
	Digital Promotion	0.518	0.086	0.604	6,020	0,000	0.595	1,680
	Application Service Quality	0.056	0.088	0.063	0.631	0.530	0.595	1,680

a. Dependent Variable: Purchasing Decision

Source: SPSS data output processed by researchers 2025

Based on the results of the multicollinearity test analysis, it was obtained that the tolerance value for the Digital Promotion and Application Service Quality variables was 0.595, respectively, and the Variance Inflation Factor (VIF) value was 1.680, respectively. The tolerance value > 0.10 and the VIF value < 10 indicate that there are no symptoms of multicollinearity between the independent variables in the regression model. Thus, it can be concluded that this regression model meets the assumption that there is no multicollinearity, so it is suitable for use in further analysis.

HETEROKEDASTICITY TEST

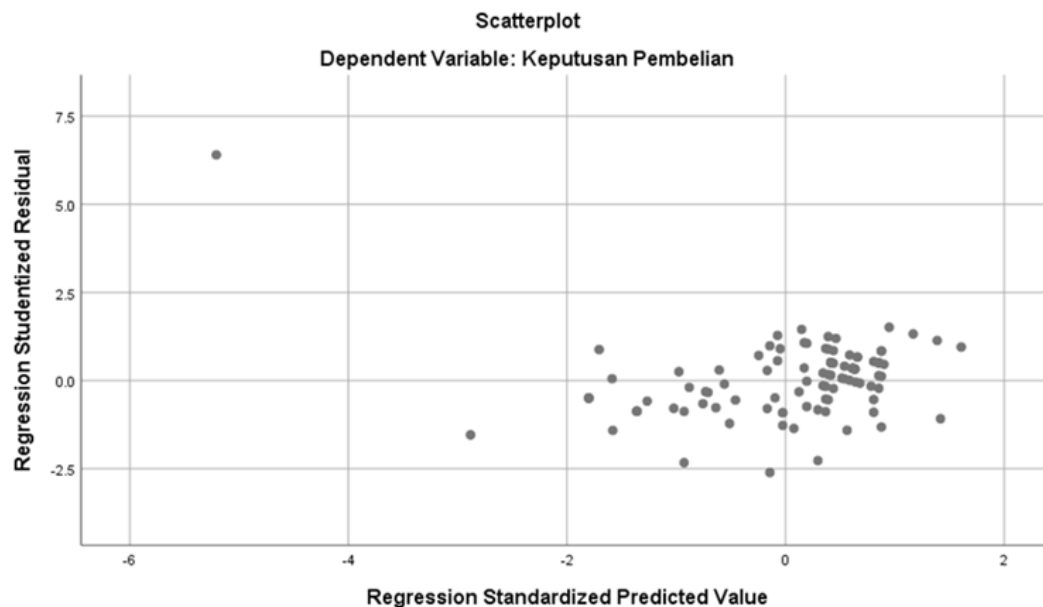


Figure 2. Results of Heteroscedasticity Test

Based on the results of the heteroscedasticity test using the scatterplot method, it can be seen that the residual points are spread randomly around the zero line and do not form a particular pattern, either a narrowing or widening pattern.

This indicates that there are no symptoms of heteroscedasticity in the regression model used. Therefore, it can be concluded that the model meets the classical assumptions of homoscedasticity and is suitable for use in further regression analysis.

MULTIPLE LINEAR REGRESSION TEST

Multiple linear regression is used to determine the effect of two or more independent variables on a single dependent variable, either simultaneously or partially. This method helps researchers understand how much each independent variable contributes to explaining the variation in the dependent variable.

The general equation of multiple linear regression is as follows:

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

Information:

- Y = Purchase Decision
- X_1 = Digital Promotion
- X_2 = Application Service Quality
- a = Constant
- b_1, b_2 = Regression coefficient
- e = Error term

In multiple linear regression testing, there are three main tests carried out, namely:

1. t-Test (Partial): To test the influence of each independent variable on the dependent variable individually.
2. F Test (Simultaneous): To test whether all independent variables simultaneously influence the dependent variable.
3. Coefficient of Determination (R^2): To determine how much the independent variable is able to explain the variation of the dependent variable.

Multiple linear regression is considered valid and reliable if it meets classical assumptions, such as normality of residuals, absence of multicollinearity, and homoscedasticity.

COEFFICIENT OF DETERMINATION TEST

Table 6. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.647a	0.418	0.406	2,808
a. Predictors: (Constant), Application Service Quality, Digital Promotion				

Source: SPSS data output processed by researchers 2025

Based on the coefficient of determination test, the coefficient of determination (R Square) was 0.418, or 41.8%. This means that 41.8% of the variation in the dependent variable, Purchase Decision, can be explained by the independent variables Digital Promotion and Application Service Quality. The remaining 58.2% is explained by factors outside the research model.

The Adjusted R Square value of 0.406 indicates an adjustment of the R Square value to the number of independent variables and the number of samples in the model. This value indicates that the regression model still has a fairly good ability to explain the relationship between the independent and dependent variables after adjusting for model complexity.

Meanwhile, the Standard Error of the Estimate value of 2.808 illustrates how far the model's predicted value deviates from the actual Purchase Decision value. The smaller this error value, the better the model is at predicting the value of the dependent variable.

f-test (Simultaneous Significance Test)

The F-test is conducted to determine whether the independent variables simultaneously or jointly have a significant effect on the dependent variable. In this study, the F-test was used to simultaneously examine the influence of Digital Promotion and Application Service Quality on GoFood consumer purchasing decisions in Karawang.

Table 7. Results of f-test analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	549,319	2	274,660	34,841	.000b
	Residual	764,681	97	7,883		
	Total	1314,000	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Application Service Quality, Digital Promotion

Source: SPSS data output processed by researchers 2025

Based on the analysis results, the F statistic value obtained was 34.841 with a significance level of 0.000. The F test was conducted to determine whether the independent variables simultaneously influence the dependent variable in the regression model.

The degrees of freedom (df) for the denominator is calculated based on the formula $n - k - 1$, where n is the number of samples and k is the number of independent variables. With a sample size of 100 and two independent variables, $df = 100 - 2 - 1 = 97$ is obtained. Based on the F distribution table at a significance level of 0.05, the F table value for df (2; 97) is 3.00.

Since the F statistic (34.841) > F table (3.00) and the significance value is $0.000 < 0.05$, it can be concluded that the regression model used is feasible and simultaneously significant. In other words, the Digital Promotion and Application Service Quality variables jointly contribute to the regression model in explaining variations in the Purchase Decision variable.

t-test (Partial Test)

The t-test is used to examine the extent to which each independent variable partially influences the dependent variable. In this study, the independent variables are Digital Promotion and Application Service Quality, while the dependent variable is Purchase Decision.

Table 8. Results of t-Test Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	7,317	2,137		3,424	0.001
Digital Promotion	0.518	0.086	0.604	6,020	0,000
Application Service Quality	0.056	0.088	0.063	0.631	0.530

a. Dependent Variable: Purchasing Decision

Source: SPSS data output processed by researchers 2025

Based on the results of the t-test analysis, it can be explained as follows:

- The Digital Promotion variable (X1) has a t-value of 6.020 with a significance value of 0.000, less than 0.05. This indicates that Digital Promotion significantly influences Purchasing Decisions. This means that the better the digital promotion carried out by the GoFood platform, the more likely consumers are to make a purchasing decision.
- Application Service Quality (X2) has a t-value of 0.631 with a significance value of 0.530, greater than 0.05. Thus, Application Service Quality does not significantly influence Purchasing Decisions. This indicates that although service quality remains

important, in the context of this study, it is not a primary determining factor in food purchasing decisions through GoFood in Karawang.

Overall, the results of this t-test show that only the Digital Promotion variable has a partial and significant influence on Purchasing Decisions, while the Application Service Quality variable does not show a partial significant influence.

MULTIPLE LINEAR REGRESSION EQUATION

$$Y = 7.317 + 0.518X_1 + 0.056X_2$$

Information: Y = Purchase Decision X_1 = Digital Promotion X_2 = Application Service Quality

Interpretation:

- The constant (a) of 7.317 shows that if the value of Digital Promotion (X_1) and Application Service Quality (X_2) is considered constant (zero value), then the Purchase Decision value is 7.317. This describes the basic value of the purchase decision without the influence of the two independent variables.
- Digital Promotion regression coefficient (X_1) is 0.518 and has a significance value of 0.000 (<0.05). This indicates that every one-unit increase in digital promotion will increase purchasing decisions by 0.518 units, assuming other variables remain constant. Because the significance value is below 0.05, the effect of digital promotion on purchasing decisions is statistically significant.

Regression coefficient of Application Service Quality (X_2) of 0.056 with a significance value of 0.530 (> 0.05). This means that each one-unit increase in application service quality only increases purchasing decisions by 0.056 units, and the effect is not statistically significant because the significance value exceeds 0.05. This means that, partially, application service quality does not have a significant influence on purchasing decisions.

4. CONCLUSION

This study aims to analyze the influence of digital promotions and app service quality on food purchasing decisions through GoFood in the Karawang region. Based on the analysis, it can be concluded that both digital promotions and app service quality have a positive influence on consumer purchasing decisions. Attractive promotions, such as discounts, cashback, and free shipping, have been shown to encourage consumer interest in using the service. Meanwhile, service quality, including delivery speed, order accuracy, and app ease of use, also contribute to customer satisfaction and purchasing decisions.

The results of this study emphasize the importance of relevant digital promotional strategies and consistent service delivery in building loyalty and driving purchasing decisions. The findings also provide insight into the importance of these two aspects in a competitive market like food delivery, where they are inseparable and must go hand in hand.

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