The Effect of Information Quality, Celebrity Endorsers, Ewom, Price, and Product Quality on Artha Ldt Purchase Decisions on Tik Tok Shop

Delta Tri Septianada[1], Muhaimin Dimyati[2], Hayatul Maspufah[3]

Institut Teknologi dan Sains Mandala, Jember, Indonesia[1,2,3]

ABSTRACT

This study aims to analyze the effect of information quality, Celebrity endorsers, electronic word of mouth (e-WOM), price, and product quality on purchasing decisions at Artha LDT on Tik Tok Shop. This research uses a quantitative approach with the SmartPLS analysis tool. The analysis was carried out in two stages, namely the outer consisting of convergent validity, discriminant validity, and composite reliability tests and the inner model consisting of R-square, model fit, path coefficient test, hypothesis testing, and Q-square. The results showed that e-WOM and product quality had a significant partial effect on purchasing decisions. Meanwhile, information quality, Celebrity endorsers, and price did not show a significant effect. These findings provide insight for businesses in determining more effective marketing strategies, emphasizing the importance of product quality and online site management

Keywords: Information Quality, Celebrity endorser, EWOM, Price, Product Quality

1. INTRODUCTION

In today's digital era, social media is growing rapidly, which has an impact on the world of marketing, which is all conventional (offline) to digital (online). Technological advances facilitate activities in various fields, including online buying and selling activities. There are various technologies that support online buying and selling, one of which is through marketplaces such as Shopee, Lazada, Tokopedia, Tik Tok, and others. In general, the marketplace only functions as a buying and selling platform, but Tik Tok is unique. In Tik Tok, both sellers and buyers can entertain each other by creating content and interacting without any status barriers. This concept attracts users, making Indonesia the country with the largest number of active Tik Tok users, surpassing the United States. According to komunitasmea.web.id, Tik Tok also does not require a large number of followers for someone to go viral. This is because the Tik Tok algorithm is open so that all users have the opportunity to appear on the FYP (for you page).

Tik Tok has a large number of users in Indonesia, which opens up significant opportunities for the promotion of beauty products. Tik Tok is one of the fastest growing social media platforms in the world. Tik Tok contains short 15-second videos accompanied by music, filters, and several other creative features. According to Statista (2024), in July 2024 Indonesia had 157.6 million Tik Tok users. Tik Tok users, making it one of the largest markets for the platform. The increasing number of Tik Tok application users makes a striking difference starting from the realm of short video entertainment now Tik-Tok is expanding into the realm of e-commerce. Based on the high enthusiasm of Tik Tok users, this is utilized and becomes a new opportunity for business people to promote their

products, one of which is the business industry in the beauty sector, starting to use Tik Tok as the main media for their marketing campaigns. Tik Tok shop is also one of the most visited online buying and selling sites by the Indonesian people by Kata data in 2023.

With the growth of Tik Tok users, Tik Tok Shop has become an e-commerce platform that is increasingly attracting consumer attention. In 2023, Tik Tok Shop was recorded to reach 27.5% of the user market share. This concept is in line with the utilization of Tik Tok as a marketing medium that not only offers products, but also creates dynamic social interactions between sellers and consumers.

One of them is CV. Indri Berkah Rejeki, a company engaged in cosmetics by launching a product that has the BPOM, namely Artha LDT. Artha LDT is a beauty product in the form of skincare and bodycare which is one of the important needs that must be considered as body care. Artha LDT is marketed through social media and marketplace. Artha LDT is getting attention from Tik Tok social media users because it is very active in promotion on Tik Tok by attracting several content creators, one of which is Cahyaniryn. Presenting accurate and relevant quality information, as well as using the right Celebrity endorser, can increase consumer confidence and encourage purchasing decisions.

Based on Shoplus.net Artha LDT showed fluctuations in sales from January to December 2024, with sharp peaks and dips. In October, Artha LDT experienced a significant drop in sales. Whereas in May Artha LDT sales were very high compared to the following months because in May Artha LDT was booming so consumers made impulse purchases. From the Artha LDT sales data above, it can be seen that there is instability in Artha LDT sales.

According to research by (Nur, 2023) information quality has an important role in influencing consumer purchasing decisions, especially in beauty products. This study shows that information that is accurate, clear, and relevant to consumer needs increases their trust in the product and drives sales conversions.

In addition, studies show that Celebrity endorsers can play an important role in consumer purchasing decisions by increasing positive perceptions of endorsed products. Celebrity endorsers utilize the emotional and cognitive appeal of celebrities to build positive associations with the products they endorse. This is supported by the source credibility theory which states that celebrities with high credibility (both in terms of expertise and trustworthiness) can influence consumer attitudes and behavior more effectively. Association theory also explains that consumers tend to associate positive attributes of celebrities with the products they promote, thereby increasing the attractiveness of these products.

The role of consumers who have bought the product is also taken into consideration so that more people know and decide to buy Artha LDT products. This is part of electronic word of mouth (e-WOM) or word of mouth communication through digital platforms becoming increasingly influential. Testimonials and reviews shared online now play a big role in influencing consumers' perception of a product or service. Consumer feedback is also commonly referred to as electronic word of mouth.

Proper pricing is an important strategy in marketing. The price must match the quality of the product being offered so that it provides added value to consumers. Price is also an indicator of consumers' financial capabilities, but it also affects their perception of the value or quality of the product.

Product quality is also one of the factors that influence consumer purchasing decisions. Companies that succeed in creating a good quality product while building a strong brand image have a greater chance of winning the competition in the market. Consumers are not only looking for quality products, but also products with values and brand identities that they can trust so that they can attract consumers to make purchases.

Consumer decisions to buy or use a product do not just appear, but go through a decision process that influences purchasing decisions. According to Peter and Olson in

(Meithiana, 2019:22) there are five stages of the process in making purchasing decisions including problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase.

Based on previous research conducted (Halimatus Sa'diyah & Elok Fitriani Rafikasari, 2022) information quality has no effect on purchasing decisions, while research (Giani, 2021) information quality affects purchasing decisions. According to research (Nur, 2023) Celebrity endorsers have no effect on purchasing decisions, while according to (Maudy & Setyawati, 2024) Celebrity endorsers influence purchasing decisions. In addition, research conducted by (Afifah et al., 2020) Electronic Word Of Mouth has no significant effect on purchasing decisions, while research conducted by (Andi et al., 2024) states that Electronic Word Of Mouth has a significant effect on purchasing decisions. According to research (Lendra, 2020) price has no effect on purchasing decisions, while according to research (Cindy & Agus, 2022) price has an effect on purchasing decisions. In addition, research conducted by (Cindy & Agus, 2022) product quality has an effect on purchasing decisions, while according to (Lestari & Wismantoro, 2024) product quality has no effect on purchasing decisions.

In today's digital era, social media platforms such as Tik Tok have rapidly developed into one of the strategic marketing channels. Tik Tok Shop, as an e-commerce feature of Tik Tok, leverages the huge potential of user interaction to influence consumer behavior. With increasing competition in the e-commerce industry, especially on platforms that emphasize short video interactions, there is an urgent need to understand the factors that significantly influence consumer purchasing decisions.

The quality of information conveyed through content, Celebrity endorsers, electronic word of mouth (eWOM), price, and product quality are key variables believed to influence purchase decisions. Each of these variables has an important role in building consumer trust, creating a positive shopping experience, and encouraging customer loyalty. While these factors are widely discussed in the context of digital marketing, there is a lack of research specifically highlighting their influence on the Tik Tok Shop platform, especially for brands like Artha LDT. An in-depth understanding of these variables can provide brand owners and Tik Tok Shop managers with strategic insights to improve the effectiveness of their marketing campaigns.

Based on this explanation, researchers are interested in knowing whether the influence of information quality, Celebrity endorsers, ewom, price and product quality partially has a significant effect on purchasing decisions for artha ldt at tik tok shop.

2. METHODS

This study uses a quantitative approach with a descriptive research type. The population in this study were all active undergraduate students of the Faculty of Economics and Business, Mandala Institute of Technology and Science, class of 2021. The sampling technique used is non-probability sampling with purposive sampling method, where the number of samples is determined as many as 60 respondents based on the formula of at least 10 times the number of variables (6 variables).

The types of data used are secondary and primary data, which are obtained through observation, interviews, literature studies, and questionnaires. The questionnaire used in this study was distributed online via Google Form The questionnaire was then compiled using a Likert scale with 5 levels of assessment to measure the variables of information quality, Celebrity endorsers, e-WOM, price, product quality, and purchasing decisions.
The data analysis technique was carried out using SmartPLS 4 software with two main stages, namely outer model analysis (Convergent Validity, Discriminant Validity, and Composite Reliability) and inner model analysis (R-square, model fit, path coefficient test, hypothesis testing, and Q square).

3. RESULTS AND DISCUSSION
Results

In assessing the outer model or measurement model using SmartPLS, several criteria used are as follows: convergent validity, discriminant validity, and composite reliability (Duryadi, 2021).

The next stage is to assess the convergent validity through the Average Variance Extracted (AVE) value. Hair (2010) stated that if a model has an AVE value above 0.6, then the model is classified as having high convergent validity. After eliminating the factor loadings below 0.6, the model will get the following AVE values :

Table 1. Average variance extracted

Konstruk	Average variance extracted (AVE)
Product Quality (X5)	0.527
Celebrity Endors (X2)	0.581
Price (X4)	0.616
Purchasing Decisions (Y)	0.635
EWOM (X3)	0.667
Information Quality (X1)	0.670

Source: primary data, processed 2025

Based on the table above, the AVE (average variance extracted) value of each construct in the model shows that the AVE value is above 0.5. This indicates that the data in this study meets the requirements of convergent validity. The combination of outer loading assessment and AVE test confirms that the data in this study is convergently valid and ready to proceed to the next stage.

a. Discriminant Validity

Table 2. Cross loading test results

	Celebrity Endors (X2)	EWOM (X3)	Price (X4)	Purchasing Decisions (Y)	Information Quality (X1)	Product Quality (X5)
X1.1	0.377	0.465	0.494	0.497	0.899	0.404
X1.2	0.175	0.342	0.405	0.257	0.670	0.242
X1.3	0.464	0.523	0.524	0.452	0.867	0.355
X2.1	0.618	0.335	0.522	0.311	0.483	0.451
X2.2	0.822	0.426	0.466	0.390	0.339	0.625
X2.3	0.852	0.596	0.555	0.502	0.329	0.649
X2.4	0.736	0.366	0.413	0.322	0.210	0.449
X3.1	0.295	0.695	0.384	0.379	0.342	0.284
X3.2	0.629	0.908	0.558	0.621	0.477	0.624
X3.3	0.450	0.834	0.521	0.530	0.512	0.377
X4.1	0.434	0.397	0.798	0.449	0.499	0.426
X4.2	0.669	0.480	0.714	0.461	0.421	0.604
X4.3	0.461	0.410	0.849	0.450	0.485	0.358
X4.4	0.426	0.549	0.809	0.474	0.381	0.435
X4.5	0.517	0.519	0.747	0.536	0.481	0.366
X5.1	0.526	0.362	0.377	0.324	0.172	0.649
X5.2	0.599	0.295	0.315	0.443	0.313	0.748
X5.3	0.642	0.553	0.479	0.582	0.470	0.781
X5.4	0.538	0.361	0.446	0.435	0.226	0.813
X5.5	0.277	0.371	0.393	0.376	0.256	0.618
Y1	0.363	0.489	0.502	0.830	0.523	0.497
Y2	0.462	0.531	0.493	0.797	0.369	0.498

Y3	0.565	0.486	0.488	0.786	0.325	0.610
Y4	0.213	0.499	0.464	0.752	0.530	0.324
Y5	0.430	0.541	0.479	0.818	0.297	0.501

Source: primary data, processed 2025

To achieve good discriminant validity in the research model, the square root of AVE on each construct must be greater than the correlation between the construct and other latent variables. The results of the Fornell-Larcker criterion from this study can be seen in the following table :

Table 3. Results of the Fornel Larcker criterion

	Celebrity Endors (X2)	EWOM (X3)	Price (X4)	Purchasing Decisions (Y)	Information Quality (X1)	Product Quality (X5)
Celebrity Endors (X2)	0.762					
EWOM (X3)	0.584	0.817				
Price (X4)	0.642	0.605	0.785			
Purchasing Decisions (Y)	0.513	0.639	0.609	0.797		
Information Quality (X1)	0.437	0.549	0.580	0.512	0.818	
Product Quality (X5)	0.726	0.548	0.557	0.613	0.419	0.726

Source: primary data, processed 2025

Based on the table above, it can be concluded that each variable has a higher value in explaining the variable itself compared to other variables in the same column. This table provides a conclusion that the data model tested in this study meets the requirements and criteria to show that the constructs in the model have good discriminant validity.

b. Composite Reliability

Table 4. Composite reliability results

	Cronbach's alpha	Composite reliability (rho_a)
Celebrity Endors (X2)	0.757	0.796
EWOM (X3)	0.749	0.799
Price (X4)	0.843	0.843
Purchasing Decisions (Y)	0.856	0.857
Information Quality (X1)	0.756	0.823
Product Quality (X5)	0.775	0.799

Source: primary data, processed 2025

According to the table above are the results of the composite reliability of each construct, namely Celebrity endorsements (0.796), EWOM (0.799), Price (0.843), Purchase decisions (0.857), Information quality (0.823), and product quality (0.799). Based on the results of the table above, it can be concluded that each variable can be said to have reliability and each constituent indicator has shown accuracy, consistency, and accuracy in making measurements.

then the inner model test is carried out which consists of R-square, model fit, path coefficient test, hypothesis testing, and Q-square.

a. R-Square

Table 5. R-Square results

	R-square	R-square adjusted
Purchasing Decisions (Y)	0.554	0.513

Source: primary data, processed 2025

Based on the table above, the R-Square value for the purchase decision variable obtained is 0.554. This result indicates that 55.4% of the variability in purchase decisions can be explained by information quality, Celebrity endorsers, EWOM, price, and product quality, while the remaining 44.6% is influenced by other variables not included in this study.

b. Model Fit

Table 6. Model fit results

	Saturated model	Estimated model
NFI	0.556	0.556

Source: primary data, processed 2025

Based on the model fit criteria above, the NFI value of 0.556 indicates that the model results have moderate to strong goodness of fit.

c. Path Coefficient

Table 7. Path coefficient test results

	Original sample (O)	T statistics (|O/STDEV|)	P values	Hypothesis
Celebrity Endors (X2) -> Purchasing Decisions (Y)	-0.131	0.827	0.409	Rejected
EWOM (X3) -> Purchasing Decisions (Y)	0.315	2.159	0.031	Accepted
Price (X4) -> Purchasing Decisions (Y)	0.242	1.799	0.072	Rejected
Information Quality (X1) -> Purchasing Decisions (Y)	0.106	0.746	0.456	Rejected
Product Quality (X5) -> Purchasing Decisions (Y)	0.356	2.462	0.014	Accepted

Source: primary data, processed 2025

Based on the table above, the results are as follows. The correlation coefficient of information quality on purchasing decisions produced an original sample (O) value of 0.106, which indicates a positive relationship between the variables. The correlation coefficient between Celebrity endorsers and purchasing decisions yields an original sample value (O) of -0.131, indicating a negative relationship between the variables. The correlation coefficient between EWOM and purchasing decisions yields an original sample value (O) of 0.315, indicating a positive relationship between the variables. The correlation coefficient between price and purchase decision yields an original sample value (O) of 0.242, indicating a positive relationship between the variables. The correlation coefficient between product quality and purchase decision yields an original sample value (O) of 0.356, indicating a positive relationship between the variables.

d. Hypothesis Testing

Table 8. Hypothesis test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hypothesis
Celebrity Endors (X2) -> Purchasing	-0.131	-0.105	0.158	0.827	0.409	Rejected

Decisions (Y)						
EWOM (X3) -> Purchasing Decisions (Y)	0.315	0.288	0.146	2.159	0.031	Accepted
Price (X4) -> Purchasing Decisions (Y)	0.242	0.253	0.135	1.799	0.072	Rejected
Information Quality (X1) -> Purchasing Decisions (Y)	0.106	0.113	0.142	0.746	0.456	Rejected
Product Quality (X5) -> Purchasing Decisions (Y)	0.356	0.351	0.145	2.462	0.014	Accepted

Source: primary data, processed 2025

Based on the table above, the results are as follows: information quality has a T-statistic value of 0.746, which is not significant because it can be considered significant if the T-statistic value is >1.96. The P-value is 0.456, which is not significant because it can be considered significant if the P-value is <0.5. Therefore, it can be concluded that information quality does not have a significant partial effect on purchasing decisions. Celebrity endorser has a T-statistic value of 0.827, which is not significant because it can be considered significant if the T-statistic value is >1.96. The P-value is 0.409, which is not significant because it can be considered significant if the P-value is <0.05. Therefore, it can be concluded that Celebrity endorser does not have a significant partial effect on purchasing decisions. EWOM has a T-statistic value of 2.159, which is significant because it can be considered significant if the T-statistic value is >1.96. The P-value is 0.031, which is significant because it can be considered significant if the P-value is <0.05. Therefore, it can be concluded that EWOM has a significant partial effect on purchasing decisions. Price has a T-statistic value of 1.799, which is not significant because it can be considered significant if the T-statistic value is >1.96. The P-value is 0.072, which is not significant because it can be considered significant if the P-value is <0.05. Therefore, it can be concluded that price does not have a significant partial effect on purchasing decisions. Product quality has a T-statistic value of 2.462, meaning it is significant because it can be considered significant if the T-statistic value is >1.96. The P-value is 0.014, meaning it is significant because it can be considered significant if the P-value is <0.05. Therefore, it can be concluded that product quality has a significant partial effect on purchasing decisions.

e. Q-Square

Table 9. Q Square results

	Q^2predict	RMSE	MAE
Purchasing Decisions (Y)	0.414	0.794	0.588

Source: primary data, processed 2025

This research model has good predictive relevance because the Q2 value of the purchase decision variable is 0.414, so 0.414 > 0. This explains that the Q-square test above shows that the predictive relevance value is 0.414 or 41.4%. Meanwhile, the remaining 58.6% can be explained by other variables that have not been explained in this research model.

Discussion

a. The Influence of Information Quality on Purchasing Decisions (X1)

The results showed that information quality had a positive and insignificant effect on Artha LDT's decision on Tik Tok Shop. This indicates that the quality of information does

not have a significant impact on purchasing decisions. supported by the T-statistic value of 0.746, which means it is not significant because it can be said to be significant if the T-statistic value> 1.96. The P-values value of 0.456 means that it is not significant because it can be said to be significant if the P-values <0.5. So it can be concluded that information quality has no significant effect partially on purchasing decisions. Students of the FEB faculty of the Mandala Institute of Technology and Science often do not get relevant information from the captions/reviews available at Tik Tok Shop. In addition, the information available does not encourage consumer purchasing decisions because consumers trust more if they can see the product directly and trust people who have used Artha LDT products. This is in line with research conducted by (Halimatus Sa'diyah & Elok Fitriani Rafikasari, 2022) which states that partially halal labeling and information quality have no effect on purchasing decisions.

b. Influence of Celebrity endorsers on Purchasing Decisions (X2)

The results showed that Celebrity endorsers had a negative and insignificant effect on Artha LDT's decision on Tik Tok Shop. Supported by the results of the T-statistic value of 0.827, it is not significant because it can be said to be significant if the T-statistic value> 1.96. The P-values value of 0.409 means that it is not significant because it can be said to be significant if the P-values <0.05. So it can be concluded that Celebrity endorsers have no significant effect partially on purchasing decisions. It can be interpreted that promotions using Celebrity endorsers do not encourage Artha LDT purchasing decisions and are less effective in attracting consumers, because the more the use of Celebrity endorsers in promotions, the decision to purchase Artha LDT products decreases. The reason why Celebrity endorsers cannot influence purchasing decisions is because consumers realize that Celebrity endorsers do not look credible or relevant to the advertised product, consumers may not find the advertisement convincing if consumers feel that the Celebrity endorser is only hired for advertising purposes and does not have a strong relationship with the product, so the influence will decrease. Sometimes, advertisements with Celebrity endorsers tend to focus more on the figure of the celebrity than on the advantages of the product itself, as a result consumers may not really understand the value of the product and are more interested in the figure of the celebrity. This is in accordance with research conducted by (Nur, 2023) which states that Celebrity endorsers do not have a significant influence on purchasing decisions.

c. The Influence of EWOM on Purchasing Decisions (X3)

The results showed that EWOM had a positive and partially significant effect on Artha LDT's purchasing decision on Tik Tok Shop. supported by the results c. T-statistic value 2.159 means significant because it can be said to be significant if the T-statistic value> 1.96. The P-value of 0.031 means significant because it can be said to be significant if the P-values <0.05. So it can be concluded that EWOM has a partially significant effect on purchasing decisions. Reviews or EWOM conveyed by word of mouth can effectively increase purchasing decisions, the review factor plays an important role in shaping purchasing confidence so that it has an impact on purchasing decisions. Because the more positive reviews and recommendations from other consumers, the greater the consumer will be to purchase Artha LDT. This is in accordance with research conducted by (Pristika et al., 2022) which states that EWOM has a significant influence on purchasing decisions.

d. Effect of Price on Purchasing Decisions (X4)

The results showed that price has a positive and insignificant effect on Artha LDT purchasing decisions at Tik Tok Shop, but it is close to significant. Supported by the results of the T-statistic value of 1.799, it is not significant because it can be said to be significant if the T-statistic value> 1.96. The P-values value of 0.072 means that it is not significant because it can be said to be significant if the P-values <0.05. So it can be concluded that price does not have a partially significant effect on purchasing decisions Price indicates that it has an important role in purchasing decisions but is not strong enough. Therefore, price is not the

main factor to encourage consumers in purchasing decisions. Students of the FEB faculty of the Mandala Institute of Technology and Science prioritize other aspects such as product quality and trust people who have used Artha LDT products in making decisions rather than considering price directly. This is in accordance with research conducted by (Lendra, 2020) which states that price does not have a significant influence on purchasing decisions.

e. The Influence of Product Quality on Purchasing Decisions (X5)

The results showed that product quality has a positive and partially significant effect on Artha LDT's purchasing decisions at Tik Tok Shop. Supported by the results of the T-statistic value of 2.462, it means significant because it can be said to be significant if the T-statistic value> 1.96. The P-value of 0.014 means significant because it can be said to be significant if the P-values <0.05. So it can be concluded that product quality has a partially significant effect on purchasing decisions. Consumers are interested in product durability, both in the form of the length of time the product expires or the expiration period of a product and product packaging. The Artha LDT product period is relatively long, it is certainly very safe if used by consumers. By knowing the ability of a product characteristic such as product quality, it means that the better the product quality, the more influence it has on purchasing decisions.

This is in accordance with research conducted by (Lisa & Siti, 2023) that Product Quality has a significant positive effect on purchasing decisions.

4. CONCLUSION

In today's digital era, consumer purchasing decisions on e-commerce platforms such as TikTok Shop are influenced by a variety of factors. Research on Artha LDT products reveals that information quality has a positive but insignificant effect on purchasing decisions. This implies that while the information provided plays a role, it is not a major determinant in consumer decision-making. Therefore, companies must ensure that the product information shared is clear, easy to understand, and tailored to meet consumer needs. Including more specific details about the product's benefits, advantages, and usage could be an effective strategy to attract potential buyers. Interestingly, the use of celebrity endorsers shows a negative and insignificant effect on purchasing decisions. This suggests that the choice of celebrity may not resonate with the target market for Artha LDT products. Companies should re-evaluate the relevance of the selected public figure and consider adopting promotional approaches that are more relatable and aligned with the characteristics of their target consumers.

In contrast, electronic word of mouth (e-WOM) has a positive and significant impact on purchasing decisions. Customer reviews and testimonials have become one of the most influential factors in building consumer trust and brand credibility. As a result, companies must actively manage online reviews, encourage honest and convincing feedback, and respond promptly to customer comments to maintain a strong online reputation. Price also has a positive but insignificant effect, indicating that consumers do not prioritize price as a key factor in their purchasing decisions. Rather than focusing solely on price competition, businesses could implement promotional strategies such as product bundling, limited-time discounts, or free gifts to increase consumer interest and perceived value. Lastly, product quality shows a positive and significant effect on purchasing decisions, highlighting it as a crucial factor. This underscores the importance of continuously improving and maintaining high product standards. By delivering quality products, companies can enhance customer satisfaction, drive repeat purchases, and build long-term loyalty in a highly competitive market.

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