

Content Marketing and Online Reviews: Keys to Purchase Intention for Brodo Products on TikTok Shop

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Article history:

Received June 30, 2026

Revised July 27, 2026

Accepted July 30, 2026

Abstract

The rapid development of digital technology has transformed marketing strategies, particularly through social commerce platforms such as TikTok Shop. This study examines the effects of content marketing and online customer reviews on consumers' purchase intention toward Brodo products on TikTok Shop. A quantitative survey was conducted with 100 respondents who had viewed Brodo's TikTok marketing content and read customer reviews before making or considering a purchase. The data were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 3.0. The results show that content marketing has a positive and significant effect on purchase intention ($\beta = 0.268$; $p = 0.010$), while online customer reviews have a stronger positive and significant effect ($\beta = 0.545$; $p < 0.001$). The model explains 60.2% of the variance in purchase intention. This study contributes to the digital marketing and social commerce literature by simultaneously comparing the relative influence of company-generated content and consumer-generated reviews in the context of an Indonesian local fashion brand on TikTok Shop. Practically, the findings indicate that brands should combine informative, relevant, and authentic content with credible review management, responsive customer service, and consistent product quality to strengthen consumer trust and purchase intention.

Keywords:

Content Marketing; Online Customer Review; Purchase Intention.

1. INTRODUCTION

The rapid development of digital technology has transformed marketing practices from conventional approaches to digital-based marketing strategies. Advances in the internet and social media have enabled companies to establish closer relationships with consumers by delivering information quickly, interactively, and conveniently. One of the fastest-growing platforms is TikTok, which has evolved beyond an entertainment platform into a social commerce platform through its TikTok Shop feature. This platform enables businesses to promote and sell products directly to consumers within a single application, thereby enhancing the effectiveness of digital marketing strategies (Kotler et al., 2021; Chaffey, 2022).

The growth of TikTok Shop has been widely adopted by various companies, including Indonesian local brands, as a medium to strengthen their competitiveness in the fashion industry. One of the most commonly implemented strategies is content marketing, which focuses on creating and distributing valuable, relevant, and consistent content to attract and retain consumers (Pulizzi, 2014). According to Kotler et al. (2021), content marketing serves not only as a promotional tool but also as a means of enhancing consumer experience, increasing brand awareness, and stimulating purchase intention by delivering engaging and easily understandable information.

In addition to content marketing, another important factor influencing consumers' online purchasing behavior is online customer reviews. Customer reviews are a form of electronic word-of-mouth (eWOM) that reflects consumers' experiences after using a product or service. Such information serves as an essential reference for potential buyers because it is generally perceived as more objective than information provided directly by companies (Filieri, 2015). Cheung and Thadani (2012) argue that the more positive the quality of

customer reviews, the higher the level of consumer trust, which in turn increases consumers' willingness to purchase.

This phenomenon can also be observed in Brodo, one of Indonesia's leading local fashion brands, which actively utilizes TikTok Shop as a digital marketing platform. Brodo consistently publishes various forms of content, including product education, product demonstrations, promotional campaigns, and collaborations with content creators to enhance user engagement. At the same time, consumers actively share reviews regarding product quality, comfort, design, and service through the review feature available on TikTok Shop. According to company data, Brodo's sales have fluctuated over recent years, while a number of negative reviews concerning product quality and customer service continue to emerge. These conditions indicate that the effectiveness of digital marketing depends not only on the quality of the content delivered by the company but also on consumers' perceptions as reflected in online customer reviews (Kotler et al., 2021).

From a theoretical perspective, purchase intention refers to an individual's tendency to purchase a product after evaluating the information received (Schiffman & Wisenblit, 2019). Purchase intention is influenced by several factors, including the quality of marketing information, consumer trust, user experience, and recommendations from other consumers. In the context of digital marketing, informative and creative content marketing can capture consumers' attention and interest, while online customer reviews serve as a crucial consideration in evaluating product quality before making purchasing decisions (Kotler & Keller, 2016; Filieri, 2015).

Previous studies have demonstrated that digital content and social interaction significantly shape purchase intention on TikTok and other social commerce platforms. Putri et al. (2023) found that creative marketing content on TikTok enhances customer engagement and subsequently increases purchase intention. Zhang et al. (2023) showed that utilitarian value, hedonic value, emotional pleasure, and flow experience contribute to purchase intention in TikTok-based social media marketing. Zhao and Wagner (2023) further demonstrated that information, entertainment, and parasocial-relationship experiences strengthen purchase intention through users' commitment to influencers and the platform. In addition, Alcántara-Pilar et al. (2024) emphasized the importance of influencer credibility and trust, while Febriyantoro et al. (2024) found that social interaction supports live-stream shopping intention among Indonesian consumers. Regarding consumer-generated information, Rosania and Wilujeng (2023) confirmed that online customer reviews positively affect purchase intention by strengthening consumer trust, and Shu et al. (2023) reported that the combination of live streaming and online reviews enhances purchasing decisions in social commerce.

Despite the growing body of research, three gaps remain. First, TikTok-related studies have predominantly examined content characteristics, influencer credibility, trust, platform experience, or live-streaming features, whereas the combined influence of company-generated content marketing and consumer-generated online reviews has received less attention. Second, much of the existing evidence is drawn from general TikTok users, international markets, or other e-commerce platforms, leaving limited evidence from Indonesian local fashion brands operating specifically on TikTok Shop. Third, previous studies rarely compare the relative strength of content marketing and online customer reviews within a single structural model. Addressing these gaps is important because consumers may respond differently to promotional information created by a brand and evaluative information shared by previous buyers.

Accordingly, this study aims to examine the effect of content marketing on consumers' purchase intention toward Brodo products on TikTok Shop and to analyze the effect of online customer reviews on purchase intention. The study also compares the relative magnitude of these effects and evaluates the explanatory power of both variables within one PLS-SEM model. Theoretically, the study extends digital marketing and social commerce research by integrating brand-controlled and consumer-generated information in the context of a local Indonesian fashion brand. Practically, the findings are expected to guide Brodo and similar businesses in allocating attention between content creation, customer experience, and online review management.

2. RESEARCH METHOD

This study employed a quantitative explanatory design with a survey approach to examine the effects of content marketing and online customer reviews on consumers' purchase intention toward Brodo products on TikTok Shop. Partial least squares structural equation modeling (PLS-SEM) was selected because the study evaluates relationships among latent constructs and emphasizes explanation and prediction in a model with multiple indicators.

The research participants were consumers who had viewed Brodo's marketing content and read product reviews on TikTok Shop. The study was conducted in 2025, and data were collected through an online questionnaire distributed via Google Forms. The target population comprised TikTok Shop users who were familiar with Brodo products. Because the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in 100 respondents. Purposive sampling was applied using the following criteria: respondents were at least 17 years old, were familiar with Brodo products through TikTok Shop, had viewed Brodo's marketing content on TikTok, and had read online customer reviews before making

or considering a purchase. As purposive sampling is a non-probability technique, the resulting sample may not fully represent all TikTok Shop users; therefore, the generalization of the findings should be made cautiously.

The study utilized primary and secondary data. Primary data were obtained from questionnaire responses, whereas secondary data were drawn from books, scholarly journals, and other relevant literature. The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Content marketing (X_1) and online customer reviews (X_2) were specified as exogenous constructs, while purchase intention (Y) was specified as the endogenous construct. Content marketing was operationalized through relevance, accuracy, value, ease of understanding, consistency, and content attractiveness based on Kotler et al. (2021). Online customer reviews were measured through perceived usefulness, review credibility, information quality, and review valence adapted from Filieri (2015). Purchase intention was measured through transactional, referential, preferential, and exploratory intentions based on Ferdinand (2014).

Content validity was supported by adapting indicators from established literature and aligning each questionnaire item with the operational definition of its construct and the Brodo-TikTok Shop context. Before distribution, the wording of the items was reviewed by the researchers to ensure relevance, clarity, and consistency with the intended constructs. The measurement model was then assessed through convergent validity, discriminant validity, Cronbach's Alpha, and Composite Reliability. Indicators with inadequate outer loadings were evaluated and removed when necessary to improve measurement quality, while retained constructs were required to satisfy the recommended reliability criteria.

Data analysis was performed using PLS-SEM with SmartPLS 3.0 at a 5% significance level. The outer model evaluation included indicator loadings, convergent validity, discriminant validity through cross-loadings, Cronbach's Alpha, and Composite Reliability. The inner model evaluation included the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and the reported Goodness of Fit (GoF) index. Hypotheses were tested using the bootstrapping procedure by examining path coefficients, t-statistics, and p-values. A relationship was considered statistically significant when the t-statistic exceeded 1.98 and the p-value was below 0.05.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Measurement Model Evaluation (Outer Model)

The measurement model (outer model) was evaluated to ensure that each indicator measured its respective construct both validly and reliably. Convergent validity was assessed based on the loading factor values, while construct reliability was evaluated using Cronbach's Alpha and Composite Reliability. According to Hair et al. (2022), an indicator is considered valid when its loading factor is at least 0.50, whereas a construct is regarded as reliable when both its Cronbach's Alpha and Composite Reliability values exceed 0.70.

The initial assessment revealed that several indicators had loading factor values below the recommended threshold of 0.50. Consequently, these indicators were removed from the measurement model to improve construct validity. After the model refinement process, all retained indicators exhibited loading factor values greater than 0.50, with t-statistics exceeding 1.98 ($p < 0.05$), indicating satisfactory convergent validity. Furthermore, all constructs achieved Cronbach's Alpha and Composite Reliability values above 0.70, confirming that the measurement model met the recommended reliability criteria.

Table 1. Convergent Validity

Variable	Item		Loading factor	T Statistics (O/STDEV)	P Values
Content Marketing	Brodo's TikTok content marketing is easy to understand.	Content1	0,694	9,246	0,000
	Brodo's TikTok content marketing demonstrates uniqueness and creativity.	Content2	0,482	4,538	0,000
	Brodo's TikTok content marketing provides useful and valuable information.	Content3	0,677	7,874	0,000
	Brodo's TikTok content marketing provides information that meets the audience's needs.	Content4	0,841	31,525	0,000
	Brodo's TikTok content marketing is updated regularly.	Content5	0,438	4,202	0,000
	Brodo's TikTok content marketing provides detailed information about its products.	Content6	0,453	3,520	0,000

	Brodo's TikTok content marketing provides information that is factual and accurate.	Content7	0,547	5,276	0,000
	Brodo's TikTok content consistently reflects the distinctive characteristics of its latest products.	Content8	0,674	9,182	0,000
	Brodo's TikTok content marketing is easy for users to find.	Content9	0,613	7,893	0,000
	Brodo's TikTok content marketing has distinctive characteristics that are easily recognizable.	Content10	0,421	3,534	0,000
Online Customer Review	Online customer reviews of Brodo provide me with information before making a purchase.	Review1	0,911	32,145	0,000
	Honest online customer reviews of Brodo make it easier for me to compare products.	Review2	0,915	36,436	0,000
	Customer reviews provide information on whether the product description matches the actual product received.	Review3	0,663	8,594	0,000
	Customer reviews present the strengths and weaknesses of the product in a balanced and objective manner.	Review4	0,938	60,699	0,000
	I feel pleased when reading customer reviews about Brodo products.	Review5	0,768	12,776	0,000
	I become interested after reading reviews from other consumers.	Review6	0,927	54,451	0,000
Purchase Intention for Brodo Products	I intend to purchase Brodo products.	Minat1	0,891	52,796	0,000
	I would choose Brodo products over other brands.	Minat2	0,447	3,757	0,000
	I intend to recommend Brodo products to other people.	Minat3	0,698	9,238	0,000
	I often talk about Brodo clothing products with other people.	Minat4	0,226	1,599	0,000
	I intend to make Brodo my first choice when purchasing clothing products.	Minat5	0,641	7,855	0,000
	I am likely to choose Brodo products in the future.	Minat6	0,551	4,730	0,000
	I intend to seek information about Brodo products.	Minat7	0,875	37,894	0,000
	I intend to support Brodo by purchasing its products.	Minat8	0,755	10,814	0,000

Source: Processed Data (2025)

Subsequently, discriminant validity was assessed using the cross-loading criterion. The results indicate that each indicator exhibited its highest loading on the construct it was intended to measure compared with its loadings on other constructs. This finding demonstrates that each indicator adequately distinguishes its corresponding construct from the others, thereby confirming that the measurement model possesses satisfactory discriminant validity (Hair et al., 2022).

Table 2. Cross Loading Results

	Content Marketing	Online Customer Review	Purchase Intention for Brodo Products
Content1	0,734	0,614	0,490
Content3	0,693	0,533	0,462
Content4	0,866	0,719	0,645
Content7	0,559	0,451	0,416
Content8	0,694	0,535	0,450
Content9	0,605	0,455	0,448
Review1	0,732	0,911	0,672

Review 2	0,729	0,914	0,705
Review 3	0,414	0,661	0,437
Review 4	0,782	0,939	0,746
Review 5	0,611	0,769	0,559
Review 6	0,780	0,928	0,735
Minat1	0,698	0,741	0,900
Minat3	0,454	0,415	0,700
Minat5	0,465	0,395	0,661
Minat6	0,385	0,441	0,644
Minat7	0,626	0,734	0,885
Minat8	0,481	0,580	0,771

Source: Processed Data (2025)

3.1.2. Structural Model Evaluation (Inner Model)

The structural model was evaluated using the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and Goodness of Fit (GoF) indices. The results indicate that the purchase intention construct achieved an R^2 value of 0.602, suggesting that 60.2% of the variance in purchase intention is explained by content marketing and online customer reviews, while the remaining 39.8% is attributable to other factors not included in the proposed research model.

The model also demonstrated satisfactory predictive capability, with a Q^2 value of 0.462, indicating substantial predictive relevance. Furthermore, the Goodness of Fit (GoF) value of 0.434 suggests that the overall model exhibits a good level of fit. Regarding the effect size analysis, the results reveal that online customer reviews exert a moderate effect on purchase intention ($f^2 = 0.269$), whereas content marketing has a small effect on purchase intention ($f^2 = 0.065$). Overall, these findings indicate that the proposed structural model possesses adequate explanatory power, predictive relevance, and overall model fit, supporting its suitability for hypothesis testing.

Table 3. R Square

Variable	R-Square	f2	Q-square	Goodness of Fit (GoF) Index
Purchase Intention for Brodo Products	0,602	-	0.462	0.434
Online Customer Review	-	0,269	-	
Content Marketing	-	0,065	-	

Source: Processed Data (2025)

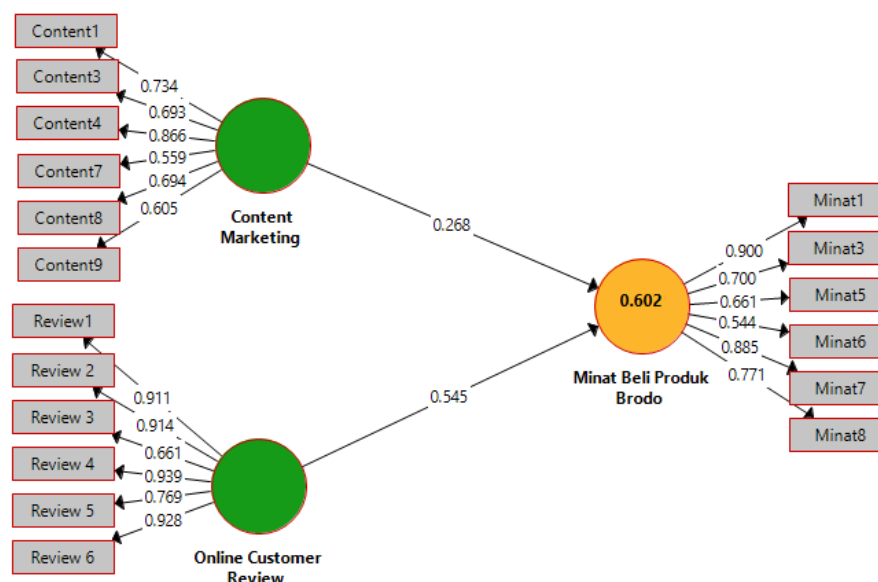


Figure 1. Structural Model

3.1.3. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 3.0. A hypothesis was considered supported when the t-statistic exceeded 1.98 and the p-value was less than 0.05.

The results indicate that content marketing has a positive and statistically significant effect on consumers' purchase intention toward Brodo products, with a path coefficient (β) of 0.268, a t-statistic of 2.570, and a p-value of 0.010. Therefore, the first hypothesis (H1) is supported.

Furthermore, online customer reviews also have a positive and statistically significant effect on purchase intention, with a path coefficient (β) of 0.545, a t-statistic of 6.093, and a p-value of less than 0.001. These

findings indicate that online customer reviews exert a stronger influence on consumers' purchase intention than content marketing, as evidenced by the larger path coefficient and higher statistical significance. Accordingly, the second hypothesis (H2) is supported.

Table 4. Hypothesis Testing

Hypothesis	Path Coeff.	Standard Deviation (STDEV)	t-statistics	P Values
Content Marketing -> Purchase Intention for Brodo Products	0,268	0,104	2,570	0,010
Online Customer Review -> Purchase Intention for Brodo Products	0,545	0,089	6,093	0,000

3.2. Discussion

The findings demonstrate that content marketing has a positive and statistically significant effect on consumers' purchase intention toward Brodo products on TikTok Shop. This result indicates that content becomes more persuasive when it is relevant, informative, easy to understand, and capable of presenting the product in an engaging manner. Such content can reduce information uncertainty, attract attention, and help consumers evaluate whether a product matches their needs. The result is consistent with the content marketing perspective proposed by Kotler et al. (2021) and Pulizzi (2014), and it supports Putri et al. (2023), Zhang et al. (2023), and Zhao and Wagner (2023), who underline the importance of valuable information, user experience, and engagement in shaping purchase intention on TikTok.

The results also reveal that online customer reviews have a positive and statistically significant effect on purchase intention. Honest, detailed, and credible reviews provide diagnostic information that allows prospective buyers to compare expectations with the experiences of previous consumers. Reviews are particularly influential in online shopping because buyers cannot directly inspect product materials, comfort, sizing, or service quality. Positive and balanced reviews can therefore reduce perceived risk and strengthen trust, whereas vague, inconsistent, or overly promotional reviews may weaken credibility. This finding is consistent with Filieri (2015), Rosania and Wilujeng (2023), and Shu et al. (2023), which identify consumer-generated evaluations as an important basis for purchase intention in digital commerce.

The structural model further shows that online customer reviews have a stronger effect on purchase intention than content marketing, as indicated by the larger path coefficient ($\beta = 0.545$ compared with $\beta = 0.268$). This difference suggests that brand-created content is effective for generating awareness and initial interest, but consumers place greater weight on the experiences and evaluations of other buyers when forming a final purchase intention. The two strategies should therefore be managed as complementary rather than independent activities: content attracts and educates potential buyers, while credible reviews validate the claims made in that content and reinforce trust.

From a managerial perspective, Brodo can strengthen content marketing by producing short videos that clearly demonstrate materials, sizing, comfort, product care, styling options, and comparisons among product variants. Content should use an authentic tone, consistent visual identity, clear calls to action, and customer-oriented information rather than relying only on promotional messages. At the same time, the company should encourage verified buyers to submit detailed reviews, respond promptly and professionally to negative feedback, provide visible service recovery, and transform credible customer experiences into user-generated content. These practices can connect promotional communication with observable evidence of product and service quality.

Implementation may nevertheless face several challenges, including fake or manipulated reviews, rapid diffusion of negative comments, changes in TikTok's recommendation algorithm, content saturation, and the difficulty of maintaining consistent product and service quality as sales volume increases. The model explains 60.2% of the variance in purchase intention, leaving 39.8% attributable to factors outside the model. Potential influences include price perception, brand image, brand trust, product quality, promotional attractiveness, influencer credibility, perceived risk, and platform-related factors. Recognizing these variables prevents the findings from being interpreted as suggesting that content and reviews are the only determinants of consumer purchase intention.

4. CONCLUSION

This study concludes that content marketing and online customer reviews positively and significantly influence consumers' purchase intention toward Brodo products on TikTok Shop. Content marketing supports purchase intention by providing relevant, informative, and engaging information, whereas online customer reviews exert a stronger influence because they reflect the experiences and evaluations of previous buyers. Together, the two constructs explain 60.2% of the variance in purchase intention, indicating that effective social commerce strategies require both persuasive brand communication and credible consumer-generated information.

Theoretically, the findings contribute to digital marketing and social commerce literature by integrating company-generated content and consumer-generated reviews within a single model and by comparing their relative influence in the context of an Indonesian local fashion brand on TikTok Shop. Practically, Brodo and similar brands should develop educational and authentic content while simultaneously improving product quality, customer service, review responsiveness, and mechanisms that encourage credible feedback from verified buyers. The stronger coefficient for online reviews indicates that marketing claims should be supported by consistent customer experiences.

This study has several limitations. It focuses on one local brand and one social commerce platform, which restricts the generalization of the results to other brands, product categories, or digital platforms. The sample consisted of 100 respondents selected through purposive sampling, so it may not represent the broader population of TikTok Shop users. The cross-sectional design captures consumer perceptions at one point in time, and the model includes only content marketing and online customer reviews, although other variables may also influence purchase intention.

Future research should involve larger and more diverse samples, compare several local and international brands, and test the model across different social commerce platforms or product categories. Additional variables such as brand trust, price perception, product quality, influencer credibility, perceived risk, promotions, and customer engagement may be incorporated to improve explanatory power. Longitudinal, experimental, or mixed-method designs are also recommended to examine changes in consumer responses over time and to explore why particular forms of content and reviews are perceived as credible and persuasive.

ACKNOWLEDGEMENTS

The authors would like to express their sincere gratitude to the Institute for Research and Community Service (LPPM), Universitas Ekuitas, for its valuable support, facilitation, and encouragement throughout the completion of this research. The authors also gratefully acknowledge the students who assisted in the data collection process and contributed to the successful implementation of this study. Their cooperation, commitment, and support were instrumental in ensuring the quality and completion of the research. Finally, the authors appreciate all respondents who voluntarily participated in this study and provided valuable information for the achievement of the research objectives.

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