

THE INFLUENCE OF CONTENT MARKETING, ONLINE CUSTOMER REVIEWS AND ONLINE CUSTOMER RATINGS ON PURCHASING DECISIONS AT TIKTOK SHOP

Himalaya Pasha

Faculty of Economics and Business
Universitas Muhammadiyah Sumatera Utara
email: himalayapasha0@gmail.com

Abstrak

The aim of this research is to determine and analyze the influence of content marketing on purchase decisions, to determine and analyze the influence of online customer reviews on purchase decisions, to determine and analyze the influence of online customer ratings on purchase decisions, and to determine and analyze the influence of content marketing, online customer reviews, and online customer ratings on purchase decisions in TikTok Shop among students of the Faculty of Economics and Business at the University of Muhammadiyah North Sumatra. The approach used in this research is an associative approach. The population in this study consists of all active undergraduate students of the Faculty of Economics and Business at UMSU who enrolled from 2019 to 2022, totaling 4,432 individuals, and the sample size used in this study is 75 individuals, determined using the Slovin formula. Data collection in this research is done through questionnaires. Data analysis techniques in this study include Multiple Linear Regression, Classical Assumption Tests, t-tests, and F-tests, as well as the Coefficient of Determination. Data processing in this study is performed using SPSS software (version 24.00). Partially, content marketing has a significant influence on purchase decisions. Partially, online customer reviews have a significant influence on purchase decisions. Partially, online customer ratings have a significant influence on purchase decisions. Simultaneously, content marketing, online customer reviews, and online customer ratings have a significant influence on purchase decisions in TikTok Shop among students of the Faculty of Economics and Business at the University of Muhammadiyah North Sumatra.

Keywords: Content Marketing, Online Customer Review, Online Customer Rating, and Purchase Decision



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

1. INTRODUCTION

In this modern era, some people are dependent on technology. The use of technology is currently developing very rapidly, this is what makes changes in human behavior or lifestyle by following current technological developments. The use of the internet is not only as a means of communication, but also as a tool for finding information, entertainment, business, and other work. The increasing use of the internet also has an impact on changing the pattern of buying and selling transactions in the community. Buying and selling transactions that were originally carried out offline, are now starting to switch to online. The most popular online shopping sectors for goods or services are clothing and beauty, travel, toys and hobbies, furniture, and electronics. The development of this technology also makes industries around the world, one of which is in Indonesia, change strategies in technology-based marketing. Industries now make technology a powerful marketing strategy in running their business to compete with other companies. One technology that is widely used by organizations and society is the internet.

Purchasing decisions are a stage where consumers already have choices and are ready to make purchases or exchanges between money and promises to pay for the right to ownership or use of a good or service (Kotler, 2013). It is also explained that what is meant by a purchase

decision is a problem-solving process consisting of analyzing, seeking information or recognizing needs / desires to post-purchase behavior. In the context of online purchases, consumers need to find more information about the products they will buy to minimize the negative impacts obtained. An easy way to get this information is to look at reviews or reviews and see ratings or ratings on a store.

Kebiasaan masyarakat yang sebelumnya ketika ingin membeli suatu produk, mereka akan secara otomatis akan mencari informasi dengan cara melihat fisik produk tersebut, kualitas bahan, kecocokan dengan harga, pelayanan dan lain

Content marketing itself is a marketing strategy where we plan, distribute, and create content that is able to attract the right audience, then encourage them to become customers. Where content marketing has 2 important goals, namely attracting audiences and encouraging audiences to become customers. Content marketing can attract consumers by creating an engagement between customers (Kucuk & Krishnamhurty, 2007). What distinguishes content marketing from other things is that promotional advertisements only contain the promotion of a product. However, content marketing is used to promote brands by distributing content that is useful for visitors (Halvorson K, 2010).

Through content marketing, consumers can more easily understand product specifications, but it is not uncommon for the content produced to be pure, in other words, the content produced seems to exaggerate the product without conveying the shortcomings of the product. Often the problem in making content marketing is that the knowledge about the product is not in accordance with reality and also lacks detail in explaining the product that you want to market. This causes consumers to be less interested and agree that the content can provide valid information about the product they want to buy.

One example of research stating that content marketing has no significant effect on purchasing decisions by consumers because the content is less interesting, innovative and less detailed in introducing products. But customers don't just look at Content Marketing, they also look at Online Customer Reviews and Online Customer Ratings before generating interest in buying.(Cahyaningtyas & Wijaksana, 2021)

With Online Customer Reviews (OCRs) and Online Customer Ratings, website sellers can evaluate their online business. Customers are free to express praise and even complaints they feel when shopping at an online store, so that the seller can see what things are lacking while running an online business. Then reading reviews from customers who are satisfied with the services provided by the seller, will become more enthusiastic in running an online business because they will feel appreciated by a customer.

There are features with the use of Online Customer Review and Online Customer Rating as tools to improve purchasing decisions for a consumer or prospective consumer. Consumer expectations are to get credible, expert and enjoyable information so as to create a positive impact on consumer or prospective consumer purchasing decisions.

The phenomenon of online shops is not new anymore, there are many cases of fraud, this is what sometimes makes potential consumers think twice about making purchases online. Phenomena that often occur include product mismatches and shipping errors. Likewise with TikTok shop, TikTok shop is inseparable from the various phenomena described earlier.

Based on the background stated earlier, the authors are interested in conducting research with the title "The Effect of Content Marketing, Online Customer Review and Online Customer Rating on Purchasing Decisions at TikTok Shop".

2.RESEARCH METHODS

Based on the characteristics of the problem under study, this research is a type of quantitative research using survey methods, because researchers ask questions to respondents in the form of questionnaires. According to (Suigiyono, 2017, p. 14) quantitative research methods are used as research methods based on the philosophy of positivism to study certain

populations or samples, sampling techniques are usually carried out randomly, data collection using research instruments, data analysis is quantitative / statistical with the aim of testing predetermined hypotheses, while according to (Juiliadi et, al., 2014 p. 29) quantitative research is a research method that is used to test the hypothesis that has been set, 2014 p. 29) quantitative research is a research in which the problem is not determined at the beginning, but the problem is found after the researcher goes to the field and if the researcher gets a new problem, the problem is re-examined until all existing problems are answered.

3. RESEARCH RESULT AND DISCUSSION

RESEARCH RESULTS

T TEST / PARTIAL TEST

Berdasarkan hasil pengelolaan data dengan SPSS versi 24.00 maka diperoleh hasil uji statistik t sebagai berikut:

Tabel 3.1. Hasil Uji Statistik t (Parsial)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	27.251	6.187		4.405
	Content Marketing	.237	.071	.304	3.314
	Online Customer Review	.447	.097	.429	4.620
	Online Customer Rating	.800	.193	.383	4.144
a. Dependent Variable: Keputusan Pembelian					

Sumber : Hasil Pengolahan Data SPSS (2023)

The Effect of Content Marketing on Purchasing Decisions

Based on table 4.11 above, the t count for the content marketing variable is 3.314 for an error of 5%, 2-party test and $dk = n - k$ ($75 - 3 = 72$), obtained t table 1.993. If t count > t table, there is an influence between content marketing and purchasing decisions, and vice versa if t count < t table, there is no influence between content marketing and purchasing decisions in this case t count = $3.314 > t \text{ table} = 1.993$. This means that there is a positive influence between content marketing and purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

Furthermore, it can also be seen that the probability value of t, namely sig, is 0.001 while the significant level α set previously is 0.05, so the sig value is $0.001 < 0.05$, so H_0 is rejected, this means that there is a significant positive influence between customer content marketing and purchasing decisions at TikTok Shop on Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

The Effect of Online Customer Reviews on Purchasing Decisions

Based on table 4.11 above, it is obtained t count for the online customer review variable of 4.620 for an error of 5%, 2-party test and $dk = n - k$ ($75 - 3 = 72$), obtained t table 1.993. If t count > t table, there is an influence between online customer review and purchasing decisions, and vice versa if t count < t table, there is no influence between online customer review and purchasing decisions in this case t count = $4.620 > t \text{ table} = 1.993$. This means that there is a positive influence between online customer reviews and purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

Furthermore, it can also be seen that the probability value of t, namely sig, is 0.000 while the significant level α set previously is 0.05, so the sig value is $0.000 < 0.05$, so H_0 is rejected, this means that there is a significant positive influence between online customer reviews and purchasing decisions at TikTok Shop on Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

The Effect of Online Customer Rating on Purchasing Decisions

Based on table 4.11 above, it is obtained t count for the online customer rating variable of 4.144 for an error of 5%, 2-party test and $dk = n-k$ ($75-3 = 72$), obtained t table 1.993. If $t_{count} > t_{table}$, there is an influence between online customer rating and purchasing decisions, and vice versa if $t_{count} < t_{table}$, there is no influence between online customer rating and purchasing decisions in this case $t_{count} = 4,144 > t_{table} = 1,993$. This means that there is a positive influence between online customer rating and purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

Furthermore, it can also be seen that the probability value of t, namely sig, is 0.000 while the significant level α set previously is 0.05, so the sig value is $0.000 < 0.05$, so H_0 is rejected, this means that there is a significant positive influence between online customer ratings and purchasing decisions at TikTok Shop on Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

F TEST / SIMULTANEOUS TEST

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	582.933	3	194.311	16.313	.000 ^b
	Residual	845.734	71	11.912		
	Total	1428.667	74			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Online Customer Rating, Content Marketing, Online Customer Review						

From table 4.12 above, it can be seen that the F value is 16.313 then the sig value is 0.000

$H_0: \beta = 0$, meaning that content marketing, online customer reviews and online customer ratings have no effect on purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

$H_0: \beta \neq 0$, meaning that content marketing, online customer reviews and online customer ratings affect purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara.

The hypothesis testing criteria are:

1) If $F_{hitung} < F_{tabel}$ then H_0 is accepted, meaning that content marketing, online customer review and online customer rating have no effect on purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara.

2) If $F_{hitung} > F_{tabel}$ then H_0 is rejected, meaning that content marketing, online customer review and online customer rating affect purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara.

Based on table 4.12 above, it is obtained that F count for variable content marketing, online customer review and online customer rating is 16.313 for an error of 5%, 2 party test and $dk = n-k-1$ ($75-3-1 = 71$), obtained F table 3.13 If $F_{count} > F_{table}$, there is an influence between the variables of content marketing, online customer review and online customer rating on purchasing decisions, and vice versa if $F_{count} < F_{table}$, there is no influence between content marketing, online customer review and online customer rating on purchasing decisions, in this case $F_{count} = 16.313 > F_{table} = 3.13$. This means that there is an influence between content marketing, online customer review and online customer rating on purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

Furthermore, it can also be seen that the probability value of F, namely sig, is 0.000 while the significant level α set previously is 0.05, so the sig value is $0.000 < 0.05$, so H_0 is rejected, this means that there is a significant influence between content marketing, online customer review and online customer rating on purchasing decisions at TikTok Shop on Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

Koefisien Determinasi (R-Square)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 ^a	.408	.383	3.45134
a. Predictors: (Constant), Online Customer Rating, Content Marketing, Online Customer Review				
b. Dependent Variable: Keputusan Pembelian				

From the table above, it can be seen that the R value is 0.639 or 63.9%, which means that the relationship between purchasing decisions and the independent variables, content marketing, online customer reviews and online customer ratings is very strong. The R-Square value in this research is 0.408, which means that 40.8 variations in purchasing decisions are explained by the independent variables, namely content marketing, online customer review and online customer rating. While the remaining 59.2% is explained by other variables not examined in this study. Then the standard error of the estimated means measuring the variable from the predicted value. Standard error of the estimated is also called standard deviation. The standard error of the estimated in this study is 3.45134 where the smaller the standard deviation means the better the model is in predicting purchasing decisions..

DISCUSSION

The Effect of Content Marketing on Purchasing Decisions

Based on the results of the above research between content marketing on customer purchasing decisions for Mirror Converse products on the Tiktok account of students of the University of Muhammadiyah Sumatra Utara, it is obtained that the tcount is 3.314 while the ttable is 1.993 and has a significant figure of $0.001 < 0.05$, meaning that H_0 is rejected and H_a is accepted. Based on these results, it is concluded that H_0 is rejected and H_a is accepted, which shows that partially there is a significant positive influence between content marketing on purchasing decisions at TikTok Shop for students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

Content marketing has a significant effect on purchasing decisions where by paying attention to several aspects such as design, containing the latest information or news, providing experiences for consumers when reading, and consistent upload times. (Zaki, 2022) besides that content marketing has a significant influence on customer engagement. In marketing activities, a company needs to have and implement an effective strategy in achieving the company's goals. Especially in today's digital world, implementing competitive strategies such as good content marketing will benefit the company. Content marketing as a strategy in marketing offers a marketing concept by creating and distributing content that has value, is informative, relevant and consistent.

The Effect of Online Customer Reviews on Purchasing Decisions

Berdasarkan hasil penelitian diatas antara online customer review terhadap keputusan pembelian customer produk Mirror Converse pada akun Tiktok mahasiswa Universitas Muhammadiyah Sumatra Utara diperoleh thitung sebesar 4,620 sedangkan ttabel sebesar 1.993 dan mempunyai angka signifikan sebesar $0,000 < 0,05$ berarti H_0 ditolak dan H_a diterima. Berdasarkan hasil tersebut didapat kesimpulan bahwa H_0 ditolak dan H_a diterima yang menunjukkan bahwa secara parsial ada pengaruh positif signifikan antara online customer review terhadap keputusan pembelian di TikTok Shop pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Sumatra Utara.

Online customer review bagi konsumen saat ini bukan hanya opsi pertimbangan dalam membeli suatu produk, namun juga mampu menggambarkan sebuah ekspektasi terhadap suatu

produk. Online review adalah bentuk electronic word of mouth (eWOM) yang mengacu pada konten yang diposting oleh pengguna secara online atau di situs web pihak ketiga (Fauzi et al., 2021). Review merupakan bagian dari Electronic Word of Mouth (eWOM) yaitu merupakan pendapat langsung dari seseorang dan bukan sebuah iklan. Review adalah salah satu dari beberapa faktor yang menentukan keputusan pembelian seseorang (Nainggolan et al., 2019).

Menurut (Almana et al., 2013) online consumer review digunakan sebagai sarana untuk konsumen mencari dan mendapatkan informasi yang nantinya akan mempengaruhi keputusan pembelian. online consumer review juga memiliki fungsi sebagai alat bantu pengambilan keputusan, mekanisme untuk feedback yang diberikan konsumen, dan sistem rekomendasi pada platform belanja online.

Pengaruh Online Customer Rating Terhadap Keputusan Pembelian

Based on the results of the above research between online customer reviews on customer purchasing decisions for Mirror Converse products on the Tiktok account of students of the University of Muhammadiyah Sumatra Utara, it is obtained that the tcount is 4.620 while the ttable is 1.993 and has a significant figure of $0.000 < 0.05$, meaning that H_0 is rejected and H_a is accepted. Based on these results, it is concluded that H_0 is rejected and H_a is accepted, which shows that partially there is a significant positive influence between online customer reviews on purchasing decisions at TikTok Shop for students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

The definition of promotion according to the American Marketing Association (AMA) quoted from Sustina's book is that promotion is a marketing effort that is media and non-media in nature that is applied for a predetermined limited period of time to stimulate trials, increase consumer demand or improve product quality. According to the number of stars, it can be associated with the quality of an item sold online. This is because the rating is one way for potential buyers to get information about sales, so the existence of a rating in online buying and selling becomes a logical thing if consumers consider that the rating is a measure of quality. (Maier et al., 2015) based on the results studied that it has a positive effect on consumer buying interest.

The Effect of Content Marketing, Online Customer Reviews and Online Customer Ratings on Purchasing Decisions

Based on the research results obtained regarding the influence of content marketing, online customer reviews and online customer ratings on customer purchasing decisions for Mirror Converse products on Tiktok accounts of Muhammadiyah University of North Sumatra students. From the ANOVA (Analysis Of Variance) test in the table above, the Fcount is 16.313 while the Ftable is known to be 3.13. Based on these results, it can be seen that the significant level is $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. So it can be concluded that the variables of content marketing, online customer review and online customer rating together have a significant effect on purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.

4. CONCLUSION

Based on the results of the research and discussion that has been stated previously, conclusions can be drawn from research on the influence of content marketing, online customer reviews and online customer ratings on customer purchasing decisions for Mirror Converse products on Tiktok accounts of students of Universitas Muhammadiyah Sumatra Utara.

1. Partially, content marketing has a significant positive effect on purchasing decisions at TikTok Shop for students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara.
2. Partially, online customer reviews have a significant positive effect on purchasing decisions at the TikTok Shop for students of the Faculty of Economics and Business,

University of Muhammadiyah Sumatra Utara.

3. Partially online customer rating has a significant positive effect on purchasing decisions at TikTok Shop for Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.
4. Simultaneously content marketing, online customer review and online customer rating have a significant effect on purchasing decisions at TikTok Shop for students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra

5. REFERENCES

- Amalia, C. D., & Lubis, E. E. (2020). Pengaruh content marketing di Instagram stories @lcheesefactory terhadap minat beli konsumen. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, 7(1), 1–11.
- Arda, M., & Andriany, D. (2019). Analisis Faktor Stimuli Pemasaran dalam Keputusan Pembelian Online Produk Fashion Pada Generasi Z. *Jurnal INTEKNA: Informasi Teknik Dan Niaga*, 19(2), 115–120.
- Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee. (Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55–66.
- Astuti, R., & Dewi, A. P. (2019). The Influence Of Consumer Reviews Prices And Online On Product Purchase Decisions In Fashion Category In Shopee"(Case Study Of Faculty Of Economics And Business, University Of Muhammadiyah Sumatera Utara). *Journal of International Conference Proceedings (JICP)*, 2(1), 95.
- Auliya, Z. F., Umam, M. R. K., & Prastiwi, S. K. (2017). Online costumer reviews (OTRs) dan rating: Kekuatan baru pada pemasaran online di Indonesia. *Ebbank*, 8(1), 89–98.
- Azzahra, E. A., & Shabrina, A. (2023). Perancangan Strategi Pemasaran Media Sosial Instagram Dalam Repositioning Brand Rumah Makan “Riung Panyaungan.” *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(2), 1333–1343.
- Basuki, A. T., & Prawoto, N. (2016). Analisis Regresi dalam Penelitian Ekonomi dan Bisnis. Rajawali Pers.
- Cahyaningtyas, R., & Wijaksana, T. I. (2021). Pengaruh Review Produk dan Konten Marketing pada Tiktok terhadap Keputusan Pembelian Scarlett Whitening By Felicya Angelista. *EProceedings of Management*, 8(5).
- Damayanti, R. S. (2019). Pengaruh online customer review and rating, e-service quality dan price terhadap minat beli pada online marketplace shopee (Studi Empiris Pada Mahasiswa Universitas Muhammadiyah Magelang). *UMMagelang Conference Series*, 684–693.
- Fahmi, I. (2016). Perilaku Konsumen Teori dan Aplikasi. Alfabeta.
- Farki, A., & Baihaqi, I. (2016). Pengaruh online customer review dan rating terhadap kepercayaan dan minat pembelian pada online marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2), A614–A619.
- Ghozali, I. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Universitas Diponegoro.
- Hariyanto, H. T., & Trisunarno, L. (2021). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Jurnal Teknik ITS*, 9(2), A234–A239.
- Juliandi, A., Irfan, I., & Manurung, S. (2015). Metode Penelitian Bisnis : Konsep & Aplikasi. UMSU Press.
- Julianti, Y. A. (2019). pengaruh Online Costumer Review Dan Online Costumer Rating Terhadap Keputusan Pembelian Online Marketplace (Studi Mahasiswa Universitas Pasir Pengaraian). *Cano Ekonomos*, 8(1), 1–8.

- Martini, L. K. B., Sembiring, E., & Paulus, F. (2022). Customer Rating dan Online Customer Review terhadap Keputusan Pembelian di Toko Modeliafashion Pada Marketplace Tokopedia Jakarta. *Journal of Applied Management and Accounting Science*, 4(1), 15–24.
- Muslih, M., Nasution, M. I., & Mentari, K. (2021). The influence of celebrity endorser and product quality on purchase decisions through brand image as intervening variables in" wardah" cosmetics. *Proceeding International Seminar of Islamic Studies*, 2(1), 412–432.
- Nasution, E. Y., & Kurnia, E. (2021). Perilaku Konsumen Gen Y dan Gen Z Dalam Pengambilan Keputusan Pembelian : Studi Komparatif Japanese Food dan American Food. *Ekonomikawan : Jurnal Ilmu Ekonomi Dan Studi Pembangunan*, 21(1), 64–75.
- Prayogi, M., Wahyuni, S., Siregar, L., Lesmana, M., & Nasution, A. (2020). The Influence Of Personal Selling And Quality Products To Purchase Decision.
- Putri, P. M., & Marlien, R. A. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 5(1), 25–36.
- Rachmawati, R. (2019). Pengaruh Kemudahan, Kepercayaan Pelanggan Dan Kualitas Informasi Terhadap Keputusan Pembelian Online. *Seminar Nasional Sistem Informasi*, 3(1), 1617–1625.
- Sangadji, E. M., & Sopiah. (2013). Perilaku Konsumen. CV. Andi Offset.
- Solihin, S., & Zuhdi, S. (2021). Pengaruh Kualitas Website dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Online. *Jurnal Informatika Kesatuan*, 1(1), 13–22.
- Sugiyono, S. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Alfabeta.
- Tirtayasa, S. (2022). The Effect Of Product Quality And Price On Consumer Satisfaction With Purchase Decisions As An Intervening Variable (Case Study Of Nazwa Assorted Cakes). *Jurnal Mantik*, 6(1), 657–664.
- Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan pembelian: sebagai variabel mediasi hubungan kualitas produk dan kepercayaan terhadap kepuasan konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67–86.
- Tjiptono, F., & Chandra, G. (2016). Pemasaran Strategik (2nd ed.). Andi. Tjiptono, F., & Diana, A. (2016). Pemasaran Esensi dan Aplikasi. andi. Tousalwa, C., & Pattipeilohy, V. R. (2017). Variabel Penentu Keputusan Pembelian Minyak Kayu Putih Cap MP di Kota Ambon. *Jurnal Nusamba*, 2(1), 21–28.
- Khammash, M., & Griffiths, G. H. (2011). Arrivederci CIAO.com, Buongiorno Bing.com- Electronic word-of-mouth (eWOM), antecedences and 87.
- Kotler, P. (2013). Manajemen Pemasaran (10th ed.). Erlangga.
- Kotler, P., & Armstrong, G. (2012). Manajemen Pemasaran (Prinsip-prinsip manajemen pemasaran) (Edisi 12). Erlangga.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2012). Pemasaran (Edisi Pert). Salemba Empat.
- Lee, E. J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31(1), 356–366.
- Limandono, J. A. (2017). Pengaruh Content Marketing Dan Event Marketing Terhadap Customer Engagement Dengan Sosial Media Marketing Sebagai Variabel Moderasi Di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11.
- Maier, S., Chung, C. H., Morse, M., Platts-Mills, T., Townes, L., Mukhopadhyay, P., Bhagavatheeswaran, P., Racenberg, J., & Trifan, O. C. (2015). A retrospective analysis of cross-reacting cetuximab IgE antibody and its association with severe infusion reactions. *Cancer Medicine*, 4(1), 36–42.
- Nasution, E. Y., & Kurnia, E. (2021). Perilaku Konsumen Gen Y dan Gen Z Dalam Pengambilan Keputusan Pembelian : Studi Komparatif Japanese Food dan American

- Food. Ekonomikawan : Jurnal Ilmu Ekonomi Dan Studi Pembangunan, 21(1), 64–75.
- Rachmawati, R. (2019). Pengaruh Kemudahan, Kepercayaan Pelanggan Dan Kualitas Informasi Terhadap Keputusan Pembelian Online. Seminar Nasional Sistem Informasi, 3(1), 1617–1625.
- Sangadji, E. M., & Sopiah. (2013). Perilaku Konsumen. CV. Andi Offset.
- Sari, F. P. (2021). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Online Di E-Commerce Pada Mahasiswa UMSU.
- Sugiyono, S. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Alfabeta.
- Tjiptono, F., & Chandra, G. (2016). Pemasaran Strategik (2nd ed.). Andi. Tjiptono, F., & Diana, A. (2016). Pemasaran Esensi dan Aplikasi. andi.
- Tousalwa, C., & Pattipeilohy, V. R. (2017). Variabel Penentu Keputusan Pembelian Minyak Kayu Putih Cap MP di Kota Ambon. Jurnal Nusamba, 2(1), 21–28.