The Influence of Product Quality, Price, and Promotion on Repurchase Intention on Tiktok Shop Among Students of Universitas Prima Indonesia

Richard Albert[1], Michael Novtriandy Sidabutar[2], Melfrianti Romauli Purba[3*], Nasib[4]
[1,2]Faculty of Economics and Business, Universitas Prima Indonesia, Indonesia, [3]PUI Digital Business and SMEs, Fakultas Ekonomi dan Bisnis, Universitas Prima Indonesia, [4]Institut Bisnis Informasi Teknologi dan Bisnis, Indonesia
Email: melfriantiromaulipurba@unprimdn.ac.id

This study aims to determine the effect of product quality, price, and promotion on repurchase intention on TikTok Shop among students of Universitas Prima Indonesia. The background of this research is based on the rapid growth of social commerce, especially TikTok Shop, which has influenced changes in consumer purchasing behavior. However, repurchase intention is still influenced by several factors such as product quality, price, and promotional effectiveness. This research uses a quantitative method with a survey approach. The population in this study consists of 17,289 students of Universitas Prima Indonesia, with a sample size of 100 respondents determined using the Slovin formula. The sampling technique used is purposive sampling, with criteria of students who have made repurchases on TikTok Shop. Data collection was conducted through questionnaires, and data analysis was performed using multiple linear regression.
Keywords: Product Quality; Price; Promotion; Repurchase Intention; TikTok Shop

Corresponding Author:
Melfrianti Romauli Purba
PUI Digital Business and SMEs, Fakultas Ekonomi dan Bisnis, Universitas Prima Indonesia
melfriantiromaulipurba@unprimdn.ac.id

1. Introduction

The development of e-commerce in Indonesia has undergone a significant transformation along with the rapid growth of social commerce platforms, one of which is TikTok Shop. Since its launch in Indonesia in 2021, TikTok Shop has successfully attracted public attention by combining entertainment content and shopping transactions within a single platform. Recent data from (Kata Data, 2023) shows that active TikTok users in Indonesia have reached 125 million people, with more than 50% of its users aged between 18–34 years, including university students. This phenomenon indicates a shift in consumer preferences from conventional marketplaces to interactive content-based platforms. However, behind this promising growth, challenges such as intense competition, variations in product quality, and inappropriate promotional strategies have become critical factors influencing consumer loyalty, particularly in terms of repurchase intention.

The focus of this study is to analyze the influence of product quality, price, and promotion on repurchase intention on TikTok Shop among students of Universitas Prima Indonesia. Product quality becomes the main variable because Generation Z consumers tend to be more critical in evaluating product quality before making repeat purchases. A survey conducted by (Ipsos, 2023) revealed that 62% of young consumers in Indonesia prefer purchasing products with guaranteed quality even if the prices are higher. Meanwhile, price is also an important consideration since university students belong to a group with limited purchasing power. Data from (Bank Indonesia, 2023) recorded that 35% of students make online purchases based on discounts or special price offers. On the other hand, promotions through content creators and targeted advertisements on TikTok Shop are considered effective in increasing purchase intention. A report from

(Emarketer, 2023) showed that the advertisement engagement rate on TikTok is two times higher compared to other social media platforms, which has the potential to encourage repeat purchase conversions.

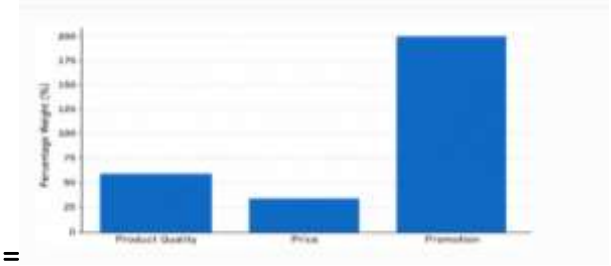

Figure 1. Comparison Data of Advertisement Engagement Rates on TikTok

Based on the graph above, it can be seen that the promotion factor has the greatest influence on repurchase decisions on TikTok Shop among young consumers, far surpassing the factors of product quality and price. Product quality ranks second, while price becomes the factor with the least influence compared to the other two factors. These findings indicate that promotional strategies are highly effective in encouraging consumers to make repeat purchases on the platform (Wardani & Kusuma, 2023; Yolanda, 2025)

A review of previous studies reveals several relevant findings. First, a study conducted by (Santoso & Wijaya, 2024; Zukkarnaen & Amin, 2024) found that product quality significantly influences customer loyalty on Shopee; however, the study did not discuss the context of social commerce platforms such as TikTok Shop. Second, research by (Saputra & Hidayat, 2025) revealed that price and promotion affect initial purchase decisions on Tokopedia, but it did not analyze their impact on repurchase intention. Third, a study by (Sujana et al., 2025; Syahrani & Utami, 2024) identified that brand trust mediates repurchase intention on Lazada, yet it did not include product quality as the main predictor variable. Several limitations of these previous studies include the lack of focus on the simultaneous combination of product quality, price, and promotion variables, as well as the absence of a specific analysis on Generation Z, particularly university students. Therefore, the researcher is interested in conducting a study entitled: “The Influence of Product Quality, Price, and Promotion on Repurchase Intention on TikTok Shop Among Students of Universitas Prima Indonesia.

2. Method

This study was conducted at Universitas Prima Indonesia with active students as respondents who had made repeat purchases on TikTok Shop. The research was carried out from June 2025 until completion. The method used in this study is a quantitative research method according to Sugiyono (2019), which is a scientific method that is objective, systematic, rational, and employs statistical analysis to test research hypotheses.

The population in this study consists of all students of Universitas Prima Indonesia, totaling 17,289 individuals. The sample determination used the Slovin formula with a margin of error of 10%, resulting in a sample size of 100 respondents. This sampling technique was chosen because it is practical, efficient, and capable of representing a large population. A sample is a subset of the population that is considered to represent the entire research object. Therefore, the results of this study are expected to provide an accurate overview of students’ repurchase behavior on the TikTok Shop platform.

In addition, data collection in this study was conducted through questionnaires designed based on the indicators of the research variables. The questionnaires were distributed to respondents who met specific criteria, namely active students who had made repeat purchases. The collected data were then analyzed

using statistical techniques to examine the relationships between the variables studied. With this approach, it is expected that the research findings can provide relevant empirical contributions to the development of consumer behavior studies in the digital era.

3. Results and Discussion

Descriptive Statistics

The results of this analysis will explain the value of n as the research sample size, the minimum value as the lowest score, the maximum value as the highest score, the mean as the average value, and the standard deviation as the measure of data dispersion.

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	8	20	15,68	3,351
Price	100	7	15	12,13	2,210
Promotion	100	9	25	20,07	4,031
Repurchase Intention	100	10	20	16,40	2,881
Valid N (listwise)	100				

The SPSS results explain the values of the four variables tested in the descriptive statistical analysis. The product quality variable, with 100 respondents, has a mean of 15.68, a minimum value of 8, and a maximum value of 20, with a standard deviation of 3.351, indicating variation in respondents' evaluations. The price variable, with 100 respondents, has a mean of 12.13, a minimum value of 7, and a maximum value of 15, with a standard deviation of 2.210, indicating variation among respondents.

The promotion variable, with 100 respondents, has a mean of 20.07, a minimum value of 9, and a maximum value of 25, with a standard deviation of 4.031, indicating variation in respondents' assessments. The repurchase variable, with 100 respondents, has a mean of 16.40, a minimum value of 10, and a maximum value of 20, with a standard deviation of 2.881, indicating variation in respondents' repurchase levels.

Validity Test

A validity test is used to determine whether a research instrument, such as a questionnaire, is able to accurately measure what it is intended to measure. In quantitative research, validity ensures that each item or indicator in the questionnaire truly represents the concept or variable being studied.

One commonly used method to assess validity is by comparing the calculated correlation value (r-count) with the critical value from the r-table. An item is considered valid if the r-count is greater than the r-table value at a certain significance level. This indicates that the item has a strong correlation with the overall variable score and is appropriate for use in data collection.

Table 2. Validity Test

Variable	Statement	r Calculated	r Table	Description
Product Quality (X1)	X1.1	0.873	0.165	Valid
	X1.2	0.878	0.165	Valid
	X1.3	0.861	0.165	Valid
	X1.4	0.887	0.165	Valid
Price (X2)	X2.1	0.830	0.165	Valid
	X2.2	0.853	0.165	Valid
	X2.3	0.804	0.165	Valid
Promotion (X3)	X3.1	0.822	0.165	Valid
	X3.2	0.878	0.165	Valid
	X3.3	0.830	0.165	Valid
	X3.4	0.837	0.165	Valid
	X3.5	0.817	0.165	Valid
Repurchase (Y)	Y.1	0.863	0.165	Valid
	Y.2	0.877	0.165	Valid
	Y.3	0.867	0.165	Valid
	Y.4	0.854	0.165	Valid

Based on the results of the validity test presented in the table, it is found that all questionnaire items for the variables Product Quality (X1), Price (X2), Promotion (X3), and Repurchase (Y) have calculated r-values (r count) that are greater than the r-table value (0.165). This indicates that all indicators in this study are valid and appropriate to be used as research instruments. For the Product Quality variable (X1), all items (X1.1–X1.4) have r-count values ranging from 0.861 to 0.887. This shows that each indicator is able to measure the product quality variable effectively and consistently.

For the Price variable (X2), the r-count values range from 0.804 to 0.853. These results indicate that all price indicators have a good level of validity in representing respondents' perceptions of price. Furthermore, for the Promotion variable (X3), the r-count values range from 0.817 to 0.878. This indicates that each promotion item is able to accurately and consistently represent the promotion variable. For the Repurchase variable (Y), the r-count values range from 0.854 to 0.877. These results show that all repurchase indicators have strong validity in measuring respondents' repurchase intention or behavior. Overall, since all r-count values are greater than the r-table value (0.165), it can be concluded that all research instruments are valid and suitable for further analysis in this study.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's *Alpha*	Number of Items	Description
Product Quality Variable	0.897	4	Reliable
Price Variable	0.771	3	Reliable
Promotion Variable	0.892	5	Reliable
Repurchase Variable	0.888	4	Reliable

Based on the table, it can be seen that all variables have a sufficiently high Cronbach's Alpha value, which is above 0.60. Therefore, all tested variables have met the reliability criteria.

Classical Assumption Test

The normality test can be explained using a histogram graph and a normal P-P plot graph.

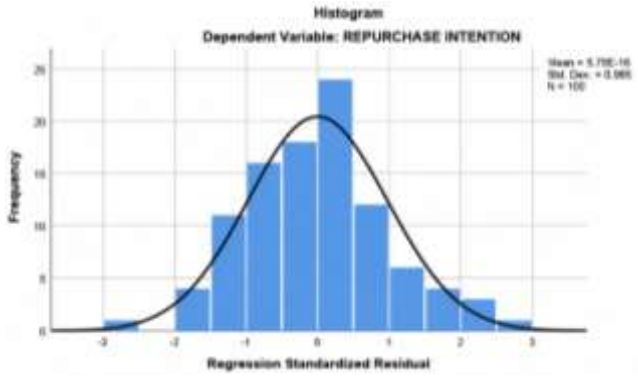

Figure 2. Histogram Graph

From the histogram model, it can be concluded that the residual data forms a bell-shaped curve; therefore, the data is normally distributed Figure 2

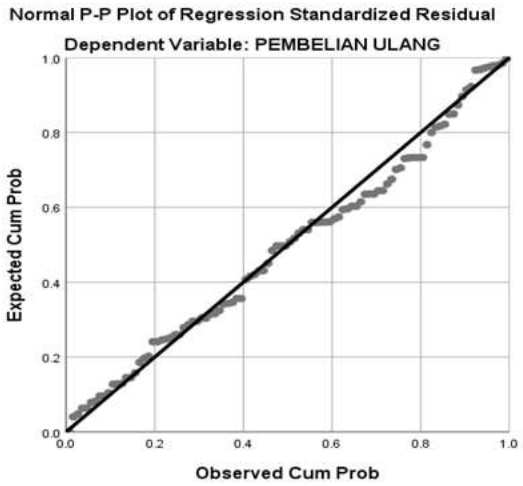

Figure 3. Normal P-P Plot of Regression Standardized Residual

The normal P-P plot graph shows that the data are spread around the diagonal line and follow its direction, indicating that the data meet the assumption of normality.

Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between independent variables in a regression model. A good regression model should not show any strong correlation among the independent variables because it can affect the accuracy of the estimation results. Multicollinearity is usually detected by looking at the Tolerance value and Variance Inflation Factor (VIF). If the Tolerance value is greater than 0.10 and the VIF value is less than 10, it indicates that there is no multicollinearity problem in the regression model.

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Quality	.244	4.106
Price	.334	2.990
Promotion	.232	4.303

Based on the results of the multicollinearity test, it is shown that the tolerance values for the independent variables are above the minimum threshold of 0.10. The tolerance value for Product Quality is 0.244 (> 0.10), Price is 0.334 (> 0.10), and Promotion is 0.232 (> 0.10). These results indicate that there is no indication of high correlation among the independent variables.

Furthermore, the Variance Inflation Factor (VIF) values for all variables are also below the recommended threshold of 10. The VIF value for Price is 4.106 (< 10), Purchase Intention is 2.990 (< 10), and Promotion is 4.303 (< 10). Since all VIF values are within the acceptable range, it confirms that the regression model is free from multicollinearity problems. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this study, meaning that each independent variable can be used independently in explaining the dependent variable without causing distortion in the regression results.

Heteroscedasticity Test

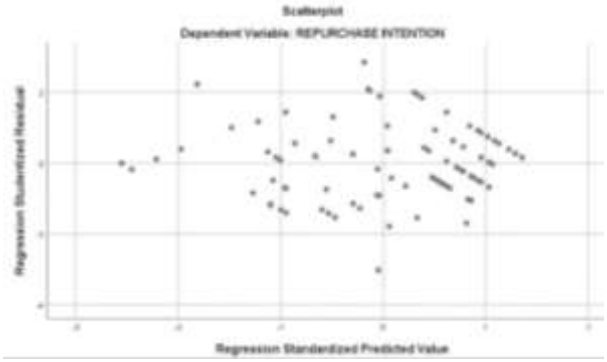

Figure 3. Scatterplot of Heteroscedasticity Test

The results of the heteroscedasticity test using the scatterplot graph above show that the data points are randomly scattered both above and below the number 0 on the Y-axis. Furthermore, there is no distinct or clear pattern formed (such as wavy, widening, or narrowing patterns). This indicates that there is no heteroscedasticity in the model.

Multiple Linear Regression Test

Table 5. Uji Regresi Linear Berganda

Model	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1 (Constant)	3.357	.828		4.054	.000
Product Quality (X1)	.437	.088	.509	4.958	.000
Price (X2)	.244	.114	.187	2.142	.035
Promotion (X3)	.161	.075	.225	2.138	.035

Based on the results of multiple linear regression analysis shown in the following regression equation:

$$Y = 3{,}357 + 0{,}437X1 + 0{,}244X2 + 0{,}161X3$$

A constant value of 3.357 indicates that if the Product Quality, Price, and Promotion variables are equal to zero, the value of Repurchase will be 3.357. This constant value has a significance level of 0.000 < 0.10, indicating that it is statistically significant.

The regression coefficient for the Product Quality variable is 0.437, which means that for every one-unit increase in Product Quality, the value of Repurchase will increase by 0.437 units, assuming all other

variables remain constant. A significance value of 0.000 < 0.10 indicates that the Product Quality variable has a positive and significant effect on Repurchase.

The regression coefficient for the Price variable is 0.244, indicating that for every one-unit increase in Price, the value of Repurchase will increase by 0.244 units, assuming all other variables remain constant. A significance value of 0.035 < 0.10 indicates that the Price variable has a positive and significant effect on Repurchase.

The regression coefficient for the Promotion variable is 0.161, implying that for every one-unit increase in Promotion, the value of Repurchase will increase by 0.161 units, assuming all other variables remain constant. A significance value of 0.035 < 0.10 demonstrates that the Promotion variable has a positive and significant effect on Repurchase.

Coefficient of Determination Test

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,868[a]	,754	,746	1,451

With an R-square value of 0.754, 75.4% of the variance in repurchase behavior is accounted for by product quality, price, and promotion. The remaining 24.6% is explained by other variables not included in this regression model.

F Test

Table 7. F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	619.792	3	206.597	98.084	,000[b]
	Residual	202.208	96	2.106		
	Total	822.000	99			

Based on the ANOVA results presented in Table 7, the calculated F-statistic is 98.084 with a significance value (Sig.) of 0.000. Because the significance level is much lower than the standard alpha threshold (0.000 < 0.05), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This statistical evidence proves that the independent variables—namely product quality, price, and promotion—simultaneously exert a significant effect on the dependent variable, repurchase. Consequently, it can be concluded that the regression model possesses a good model fit and is highly reliable for predicting customer repurchase behavior.

t-test

Table 8. t-test

Model	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1 (Constant)	3.357	.828		4.054	.000
Product Quality (X1)	.437	.088	.509	4.958	.000
Price (X2)	.244	.114	.187	2.142	.035
Promotion (X3)	.161	.075	.225	2.138	.035

Based on the partial hypothesis testing (t-test) results presented in Table 8, all three independent variables exert a positive and statistically significant effect on the dependent variable. First, Product Quality (X_1) has

a t-statistic of 4.958 with a significance value of 0.000 ($p < 0.05$), indicating that higher product quality significantly drives repurchase behavior. Second, Price (X_2) yields a t-statistic of 2.142 with a significance value of 0.035 ($p < 0.05$), proving that competitive or fair pricing significantly influences customer retention. Lastly, Promotion (X_3) shows a t-statistic of 2.138 with a significance value of 0.035 ($p < 0.05$), confirming that effective promotional strategies significantly boost repeat purchases. Consequently, with a constant value of 3.357, the resulting multiple linear regression equation is established as $Y = 3.357 + 0.437X_1 + 0.244X_2 + 0.161X_3$, where Product Quality emerges as the most dominant predictor due to its highest Standardized Coefficient Beta (0.509).

Discussion

The Effect of Product Quality on Repurchase Behavior

Based on the results of the partial hypothesis testing (t-test) in this study, Product Quality has a positive and statistically significant influence on repeat purchase behavior in TikTok Shop. This is evidenced by the calculated t-value of 4.958, which is greater than the critical t-table value of 1.66 (df = 96, alpha = 0.10), and a significance value of 0.000, which is below the threshold of 0.10. Furthermore, the regression coefficient of 0.437 indicates that each increase in product quality will increase customer repeat purchases.

These results are in line with several prior research which have shown that product quality has a direct and significant effect on repeat purchase behavior on e-commerce and social commerce platforms, including TikTok Shop (Damanik et al., 2026). Good quality items tend to enhance customer happiness, trust and perceived value, thereby encouraging consumers to buy again. According to (Terichy & Purba, 2026), product quality is among the key factors that influence loyalty and repurchase intention in internet commerce. Similar results were observed by (Wijaya et al., 2026), who showed that consumers are more likely to come back to buy products when the products they received meet or surpass the expectations. Moreover, research by (Salsabillah, 2022)(Magfur et al., 2022)(Aditi et al., 2022) clearly demonstrates that consistent product quality can build consumer trust, minimize perceived risk, and raise the possibility

The Effect of Price on Repurchase Behavior

Based on the partial hypothesis testing (t-test) results in this study, Price has a positive and statistically significant effect on Repurchase behavior on TikTok Shop. This is evidenced by a calculated t-value of 2.142, which is greater than the critical t-table value of 1.66 (df = 96, alpha = 0.10), alongside a significance value of 0.035, which is below the 0.10 threshold. Furthermore, the regression coefficient of 0.244 indicates that good pricing strategies will subsequently increase customer repurchase. These findings are supported by (Hasanah & Wahid, 2023), who stated that price exerts a positive and significant influence on repeat purchases of Ventela shoe products. Similarly, (Lestari & Kurniawan, 2025)(Winata et al., 2025), in her research on female fashion consumers on TikTok Shop, also found that price influences purchase decisions; although the effect was not partially significant in that specific study, it still demonstrated a positive relationship.

The Effect of Promotion on Repurchase Behavior

Based on the partial hypothesis testing (t-test) results in this study, Promotion has a positive and statistically significant effect on Repurchase behavior on TikTok Shop. This is evidenced by a calculated t-value of 2.138, which is greater than the critical t-table value of 1.66 (df = 96, alpha = 0.10), alongside a significance value of 0.035, which is below the 0.10 threshold. Furthermore, the regression coefficient of 0.161 indicates that an increase in promotional activities will drive higher customer repurchase. These results are in line with previous studies by (Hadinata et al., 2023)(Khosasih et al., 2025)(Tambunan et al., 2025) that strong promotional strategies can significantly increase repurchase intention and customer

loyalty in the online shopping environment. Collectively, these studies demonstrate that promotions are not just short-term sales boosters, but strategic tools for building sustainable customer relationships, enhancing consumer engagement, and encouraging long-term repurchase behavior on social commerce platforms such as TikTok Shop (Amelia et al., 2026). This way, the effectiveness of advertising is an important aspect for client retention and competitive advantage in the face of increasingly fierce digital company rivalry (Faris et al., 2023).

The Simultaneous Effect of Product Quality, Price, and Promotion on Repurchase Behavior

Based on the simultaneous hypothesis testing (F-test) results presented in Table 7, the regression model demonstrates a statistically significant fit. This is evidenced by a calculated F-value of 98.084, which is substantially higher than the critical F-table value, paired with a significance value (Sig.) of 0.000. Since the significance level is much lower than the specified alpha threshold ($0.000 < 0.10), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This statistical evidence confirms that Product Quality (X_1), Price (X_2), and Promotion (X_3) simultaneously exert a positive and significant effect on Repurchase behavior (Y) on TikTok Shop. Furthermore, the R-Square value of 0.754 indicates that 75.4% of the variance in customer repurchase behavior can be jointly explained by these three independent variables, while the remaining 24.6% is accounted for by other external factors not examined within this regression model.

These findings are strongly supported by prior research. For instance, (Ramadhan & Idris, 2024), in their empirical study on the TikTok Shop e-commerce platform, confirmed that marketing mix variables including product quality, pricing, and promotional activities play a crucial role in collectively driving consumer buying decisions. Similarly, (Putri & Rahmawan, 2023) also emphasized that when a business integrates superior product value with competitive pricing and effective promotional strategies, it significantly amplifies the consumers' likelihood to perform repeat purchases.

4. Conclusion

In conclusion, this study demonstrates that Product Quality, Price, and Promotion are critical determinants that collectively drive consumer retention on TikTok Shop. The simultaneous testing confirms that these three marketing mix elements exert a significant joint influence on Repurchase behavior, robustly accounting for 75.4% of its total variance (R2 = 0.754, F = 98.084, p < 0.10). On a partial level, each independent variable yields a positive and statistically significant effect. Specifically, Product Quality emerges as the most dominant predictor (beta = 0.509, t = 4.958$), followed by Promotion (beta = 0.225, t = 2.138) and Price (beta = 0.187, t = 2.142). These empirical results imply that while competitive pricing and aggressive promotional campaigns are highly effective in stimulating repeat purchases, maintaining superior product quality remains the most pivotal anchor for sustaining long-term customer loyalty in the TikTok Shop e-commerce ecosystem.

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