

The Effect of Social Commerce Features and Electronic Word of Mouth on Consumer Purchase Intentions for Local Skincare Products in Central Java

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ABSTRACT

The rapid growth of social media-based commerce has significantly influenced consumer behavior, particularly in the skincare industry, where digital interaction and consumer-generated information play important roles in purchasing decisions. This study aims to examine the effect of social commerce features and electronic word of mouth (e-WOM) on consumers' purchase intentions for local skincare products in Central Java. This research employed a quantitative approach using a survey method involving 150 respondents who had experience purchasing or using local skincare products. Data were collected through a structured questionnaire measured using a five-point Likert scale and analyzed using Statistical Package for the Social Sciences (SPSS) version 25. The analytical techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results indicate that social commerce features have a positive and significant effect on purchase intention. Furthermore, electronic word of mouth also has a positive and significant effect on purchase intention. The simultaneous test confirms that social commerce features and e-WOM significantly influence purchase intention, with an Adjusted R² value of 0.510, indicating that both variables explain 51.0% of consumer purchase intention variation. These findings demonstrate that interactive digital features and positive consumer recommendations are essential factors in strengthening consumer confidence toward local skincare products. This study provides practical implications for local skincare businesses to optimize social commerce strategies and encourage positive electronic word-of-mouth to improve competitiveness in the digital marketplace.

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1. INTRODUCTION

The rapid advancement of digital technology has significantly transformed

consumer behavior and reshaped marketing strategies across various industries, particularly within the retail and beauty sectors. The emergence of social commerce

has introduced a new mechanism through which consumers discover, evaluate, and purchase products by integrating social interaction with digital transactions [1], [2]. Unlike conventional e-commerce, social commerce emphasizes interpersonal communication, consumer engagement, and trust formation through online communities. This transformation has become increasingly important for local skincare brands that must compete with established global and national brands by leveraging digital platforms to enhance brand awareness and influence consumer purchasing decisions. In Indonesia, the skincare industry has experienced remarkable growth due to rising consumer awareness regarding personal care, beauty trends, and the increasing influence of social media marketing [3], [4]. Local skincare brands have gained greater market attention by offering products that align with consumer preferences, local skin characteristics, and competitive pricing strategies.

One of the key factors shaping consumer behavior in digital marketplaces is the presence of social commerce features. These features include interactive communication, customer reviews, product recommendations, live streaming sessions, social sharing functions, and integrated purchasing facilities within social media platforms. Through these mechanisms, consumers are not only provided with product information but are also encouraged to participate in social interactions that enhance trust and reduce uncertainty during the purchasing process [5]–[7]. The interactive characteristics of social commerce enable consumers to obtain direct feedback from sellers and fellow users, creating a more personalized and engaging shopping experience. Previous studies have demonstrated that social commerce attributes, including interactivity, informativeness, and social presence, significantly influence consumer trust and purchase intention by increasing perceived value and minimizing perceived risks in online transactions [1], [8], [9]. Therefore, examining the role of social commerce features is essential for understanding how local skincare businesses

can optimize digital platforms to strengthen consumer engagement and purchasing decisions.

Besides social commerce features, electronic word of mouth (e-WOM) has become an important determinant of consumer purchase intention in digital environments. Electronic word of mouth refers to consumer-generated opinions, evaluations, recommendations, and experiences shared through online platforms [10], [11]. Within the skincare industry, e-WOM plays a particularly significant role because consumers frequently depend on other users' experiences when assessing product quality, effectiveness, safety, and suitability. Positive online reviews, testimonials, and recommendations can enhance brand credibility and encourage potential consumers to develop favorable perceptions toward a product. Conversely, negative e-WOM may decrease consumer confidence and negatively affect purchase decisions [11], [12]. This phenomenon indicates a shift in consumer information-seeking behavior, where peer-generated digital information increasingly influences purchasing decisions compared with traditional promotional communication. Consequently, e-WOM represents an important social influence mechanism that local skincare brands need to manage effectively in digital marketing environments.

Despite the growing attention toward social commerce and e-WOM, several research gaps remain, particularly regarding their influence on purchase intention toward local skincare products in emerging regional markets. Previous studies have predominantly focused on major e-commerce platforms, multinational cosmetic brands, or general consumer products, while limited research has explored how social commerce mechanisms and digital consumer recommendations affect purchasing behavior toward local skincare brands. Central Java provides an interesting research context due to the rapid development of its creative economy sector and the increasing number of local beauty and skincare entrepreneurs. However, many local skincare businesses

continue to encounter challenges related to building consumer trust, increasing digital visibility, and competing with larger brands that possess stronger marketing resources. Therefore, investigating the influence of social commerce features and e-WOM on purchase intention provides valuable insights into how local skincare businesses can utilize digital strategies to strengthen their market competitiveness.

The theoretical foundation of this study is derived from consumer behavior theory, which explains that purchasing decisions are influenced by external stimuli, information processing mechanisms, and individual perceptions. In the context of digital commerce, social commerce features can be considered external stimuli that provide consumers with information, interaction opportunities, and social experiences during the purchasing process. Meanwhile, e-WOM functions as an informational and social influence mechanism that shapes consumer attitudes, perceived credibility, and confidence toward products [10], [11], [13]. When consumers perceive social commerce platforms as interactive, informative, and trustworthy, and simultaneously receive positive recommendations from other users, their intention to purchase local skincare products is expected to increase. This perspective highlights the importance of integrating technological capabilities and social influence factors to better understand consumer decision-making processes in contemporary digital marketplaces.

Based on the aforementioned background, this study aims to examine the influence of social commerce features and electronic word of mouth on consumers' purchase intentions toward local skincare products in Central Java. This research contributes theoretically by expanding the understanding of digital consumer behavior, particularly regarding the interaction between social commerce mechanisms, online social influence, and purchasing decisions within the local skincare industry. Furthermore, the findings provide practical implications for local skincare entrepreneurs

by offering insights into the development of effective digital marketing strategies, improving consumer engagement, strengthening online credibility, and enhancing competitive advantages in an increasingly digitalized marketplace.

2. LITERATURE REVIEW

2.1 Social Commerce Features

Social commerce has transformed the way businesses interact with consumers by integrating social interaction and online transactions within digital platforms. Unlike traditional e-commerce, social commerce emphasizes consumer engagement, relationship building, and information exchange through features such as interactivity, informativeness, personalization, social presence, reviews, recommendations, and live commerce [14], [15]. These features enable consumers to access product information, interact with sellers and other users, and reduce uncertainty before making purchasing decisions. In the skincare industry, where consumers often consider product effectiveness, safety, and user experiences, social commerce features play an important role in building trust and strengthening purchase intentions. Previous studies indicate that interactive and informative social commerce environments enhance consumer confidence, perceived value, and involvement, making them an important strategy for local skincare brands to influence consumer behavior [14], [15]. Based on these arguments, this study proposes the following hypothesis:

H1: Social commerce features have a positive and significant

effect on consumers' purchase intentions for local skincare products.

2.2 *Electronic Word of Mouth (e-WOM)*

Electronic word of mouth (e-WOM) refers to positive or negative consumer opinions, reviews, and recommendations shared through digital platforms that influence how potential buyers evaluate products. The growth of social media and online review systems has strengthened the role of e-WOM as consumers increasingly rely on peer-generated information due to its perceived authenticity and credibility compared with traditional promotional messages [10], [11]. In the skincare industry, where product effectiveness, safety, and compatibility are important considerations, e-WOM helps consumers reduce uncertainty, evaluate alternatives, and build confidence before purchasing. Based on information adoption theory, consumers are more likely to adopt online information when it is perceived as useful, relevant, and trustworthy. Positive reviews, testimonials, and recommendations can improve brand perception, reduce perceived risk, and increase purchase intention, particularly for local skincare brands seeking to strengthen market recognition [11], [16], [17]. Therefore, e-WOM represents an important factor influencing consumer decision-making in digital marketplaces. Based on these arguments, the second hypothesis is formulated as follows:

H2: Electronic word of mouth has a positive and significant

effect on consumers' purchase intentions for local skincare products.

2.3 *Purchase Intention*

Purchase intention refers to the likelihood or willingness of consumers to buy a product or service in the future, reflecting their evaluation of product information, perceived benefits, risks, and personal preferences. It serves as a key predictor of actual purchasing behavior, particularly in online shopping environments where consumers face uncertainty due to the inability to physically assess products [18], [19]. Factors such as consumer attitudes, perceived value, trust, social interactions, and online recommendations influence purchase intentions, with social commerce features enhancing attitudes through engagement and product information, and e-WOM shaping subjective norms via peer opinions. In the context of local skincare products, strong purchase intentions are essential for emerging brands to compete effectively, as consumers who perceive products as trustworthy, valuable, and positively recommended are more likely to proceed with a purchase, making the understanding of these determinants crucial for developing successful marketing strategies [20], [21].

3. METHODS

3.1 *Research Design*

This study utilizes a quantitative research approach to examine the effects of social commerce features and electronic word of mouth (e-WOM) on consumers' purchase intentions for local skincare products in Central Java. An explanatory research design

was applied to identify causal relationships, with social commerce features and e-WOM as independent variables and purchase intention as the dependent variable. Data were collected using a structured questionnaire based on indicators from prior theoretical and empirical studies, distributed to local skincare consumers, and measured on a five-point Likert scale. This approach allows for objective analysis of the relationships between variables and testing of the proposed hypotheses to determine the extent to which social commerce features and e-WOM influence purchase intentions.

3.2 Population and Sample

The population of this study consists of consumers in Central Java who have knowledge of or experience with local skincare products. A purposive sampling technique was employed to select respondents based on specific criteria, including living in Central Java, having used or purchased local skincare products, actively using social media platforms, and being exposed to skincare-related information, reviews, or promotions through social commerce platforms. A total of 150 respondents participated in the study, which was considered sufficient for quantitative analysis. The collected data were analyzed using SPSS version 25 to assess instrument validity, reliability, and the relationships among the research variables.

3.3 Data Collection Method

The primary data in this study were collected through an online questionnaire distributed to selected respondents. The questionnaire consisted of demographic information and measurement items for social commerce features, electronic word of mouth (e-WOM), and purchase intention. The measurement indicators were adapted from previous studies, where social commerce features were assessed through interactivity, information availability, social engagement, and shopping convenience; e-WOM was measured through information credibility, information quality, consumer reviews, and recommendations; while purchase intention was evaluated through willingness to purchase, product preference, repurchase intention, and recommendation intention. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The online distribution method was selected because it enables effective access to respondents who actively use social media and participate in digital shopping activities.

3.4 Research Variables and Measurement

This study consists of two independent variables and one dependent variable. The operational definitions and measurement indicators of each variable are presented below.

Table 1. Research Variables and Indicators

Variable	Definition	Indicators
Social Commerce Features (X1)	Digital platform features that facilitate social interaction, information exchange, and online purchasing activities between consumers and businesses [14], [15].	1. Interactivity 2. Informativeness 3. Social presence 4. Convenience
Electronic Word of Mouth (X2)	Consumer-generated opinions, reviews, recommendations, and experiences shared through digital platforms [10], [11], [22].	1. Information quality 2. Information credibility 3. Positive reviews 4. Consumer recommendations
Purchase Intention (Y)	Consumers' willingness and probability to purchase local skincare products in the future [14], [18], [19].	1. Purchase interest 2. Willingness to buy 3. Repurchase intention

		4. Recommendation intention
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3.5 Data Analysis Technique

The collected data were analyzed using Statistical Package for the Social Sciences (SPSS) version 25 through several statistical procedures. The validity test was conducted using the Pearson Product Moment correlation to ensure that each questionnaire item accurately represents the intended construct, with items considered valid when the correlation value meets the required significance criteria. The reliability test was assessed using Cronbach's Alpha, where a value above 0.70 indicates acceptable internal consistency. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to ensure that the regression model met statistical requirements. Furthermore, multiple linear regression analysis was applied to examine the effects of social commerce features and electronic word of mouth on purchase intention, both partially

and simultaneously. Hypothesis testing was conducted using t-tests to evaluate individual variable effects, F-tests to assess the simultaneous influence of independent variables, and the coefficient of determination (R^2) to measure the extent to which social commerce features and e-WOM explain variations in consumers' purchase intentions toward local skincare products.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study involved 150 respondents who had experience using or purchasing local skincare products in Central Java. The demographic characteristics of respondents were analyzed based on gender, age, occupation, and frequency of purchasing local skincare products. The demographic profile provides an overview of the characteristics of consumers who participated in this study.

Table 2. Respondent Demographic Profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	32	21.3
	Female	118	78.7
Age	17–25 years	86	57.3
	26–35 years	42	28.0
	36–45 years	17	11.3
	>45 years	5	3.4
Occupation	Student/University Student	62	41.3
	Private Employee	45	30.0
	Entrepreneur	23	15.3
	Civil Servant	12	8.0
	Others	8	5.4
Frequency of Purchasing Local Skincare	Once every month	68	45.3
	Every 2–3 months	54	36.0
	More than 3 months	28	18.7

Table 2 presents the demographic profile of 150 respondents involved in this study. The majority of respondents were female, accounting for 78.7% (118 respondents), while male respondents represented 21.3% (32 respondents). In terms of age distribution, most respondents were between 17–25 years old (57.3%), followed by those aged 26–35 years (28.0%), 36–45 years

(11.3%), and above 45 years (3.4%). Regarding occupation, students/university students formed the largest group (41.3%), followed by private employees (30.0%), entrepreneurs (15.3%), civil servants (8.0%), and other occupations (5.4%). In terms of purchasing frequency, most respondents purchased local skincare products once every month (45.3%), followed by purchases every 2–3 months

(36.0%) and more than three months (18.7%). These characteristics indicate that the respondents predominantly represent young female consumers who actively engage with local skincare products.

4.2 Validity Test

The validity test was conducted using Pearson Product Moment correlation analysis to evaluate whether each questionnaire item accurately measured its respective construct. An item is considered valid if the correlation coefficient (r-value) exceeds the critical value of 0.160 ($n = 150$, $\alpha = 0.05$) and the significance value is below 0.05.

Table 3. Validity Test Results

Variable	Indicator	Pearson Correlation	Sig. Value	Result
Social Commerce Features	SCF1	0.724	0.000	Valid
	SCF2	0.781	0.000	Valid
	SCF3	0.803	0.000	Valid
	SCF4	0.746	0.000	Valid
Electronic Word of Mouth	EWOM1	0.765	0.000	Valid
	EWOM2	0.812	0.000	Valid
	EWOM3	0.789	0.000	Valid
	EWOM4	0.834	0.000	Valid
Purchase Intention	PI1	0.821	0.000	Valid
	PI2	0.856	0.000	Valid
	PI3	0.794	0.000	Valid
	PI4	0.837	0.000	Valid

Table 3 presents the validity test results for all research indicators. The validity assessment was conducted using the Pearson Product Moment correlation test, where each indicator is considered valid when the correlation coefficient exceeds the required threshold and the significance value is below 0.05. The results show that all indicators for Social Commerce Features (SCF1–SCF4) obtained correlation values ranging from 0.724 to 0.803 with a significance value of 0.000, indicating that all items are valid. Similarly, the Electronic Word of Mouth indicators (EWOM1–EWOM4) demonstrated correlation values between 0.765 and 0.834 with significance values of 0.000, confirming their validity. Furthermore, all Purchase Intention indicators (PI1–PI4) also met the validity criteria, with Pearson correlation values ranging from 0.794 to 0.856 and significance values of 0.000. These findings indicate that all questionnaire items adequately represent their respective constructs and are appropriate for further statistical analysis.

4.3 Reliability Test

The reliability test was conducted using Cronbach's Alpha coefficient to evaluate the internal consistency of the measurement instruments. A construct is considered reliable when the Cronbach's Alpha value exceeds 0.70. The results indicate that all research variables achieved reliability values above the recommended threshold, with Social Commerce Features obtaining a Cronbach's Alpha value of 0.812, Electronic Word of Mouth of 0.846, and Purchase Intention of 0.861. Among the variables, Purchase Intention demonstrated the highest reliability value, followed by Electronic Word of Mouth and Social Commerce Features. These findings confirm that all measurement items have strong internal consistency and are reliable for further statistical analysis.

4.4 Classical Assumption Test

4.4.1 Normality Test

The normality test was conducted using the Kolmogorov-Smirnov test to determine whether the residual data followed a normal distribution. The results show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05.

Therefore, the residual data are considered normally distributed, indicating that the regression model satisfies the normality assumption and is appropriate for further statistical analysis.

4.4.2 Multicollinearity Test

Table 4. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Decision
Social Commerce Features	0.621	1.610	No Multicollinearity
Electronic Word of Mouth	0.621	1.610	No Multicollinearity

Table 4 presents the results of the multicollinearity test conducted to determine whether there is a high correlation among the independent variables in the regression model. The assessment was based on the tolerance value and Variance Inflation Factor (VIF), where a model is considered free from multicollinearity when the tolerance value is greater than 0.10 and the VIF value is below 10. The results show that both Social

Commerce Features and Electronic Word of Mouth obtained a tolerance value of 0.621 and a VIF value of 1.610. These values indicate that neither independent variable has a multicollinearity problem, meaning that the regression model meets the assumption of independence among predictors and is suitable for further analysis.

4.4.3 Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Sig. Value	Decision
Social Commerce Features	0.417	No Heteroscedasticity
Electronic Word of Mouth	0.563	No Heteroscedasticity

Table 5 shows the results of the heteroscedasticity test, which was conducted to determine whether the variance of residuals is constant across observations in the regression model. Using the significance values as the criterion, both Social Commerce Features and Electronic Word of Mouth obtained significance values of 0.417 and 0.563, respectively, which are greater than 0.05. These results indicate that there is no

heteroscedasticity in the model, confirming that the regression assumptions are met and the model is appropriate for further analysis.

4.5 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the effect of social commerce features and electronic word of mouth on purchase intention.

Table 6. Multiple Linear Regression Results

Variable	Regression Coefficient (β)	t-value	Sig.
Constant	3.214	2.876	0.005
Social Commerce Features (X1)	0.386	5.214	0.000
Electronic Word of Mouth (X2)	0.452	6.087	0.000

Based on Table 6, the regression equation obtained in this study is $PI = 3.214 + 0.386(SCF) + 0.452(EWOM)$. The regression coefficient for social commerce features is 0.386, indicating that an increase of one unit in social commerce features will increase purchase intention by 0.386 units. Meanwhile,

electronic word of mouth has a coefficient of 0.452, suggesting that e-WOM provides a greater contribution to purchase intention compared with social commerce features. These results indicate that both digital interaction mechanisms and consumer-generated information play important roles in

encouraging purchasing decisions for local skincare products.

The hypothesis testing results using the t-test show that social commerce features have a positive and significant effect on purchase intention ($\beta = 0.386$; $p < 0.05$), supporting H1. This finding indicates that interactive communication, informative content, and convenient purchasing processes provided through social commerce platforms can enhance consumers' willingness to purchase local skincare products. Furthermore, electronic word of mouth also has a positive

and significant effect on purchase intention ($\beta = 0.452$; $p < 0.05$), supporting H2. The stronger coefficient of e-WOM demonstrates that consumer reviews, recommendations, and shared experiences are highly influential in shaping purchase decisions. The F-test results further confirm that the regression model is statistically significant ($F = 78.426$; $p < 0.05$), indicating that social commerce features and electronic word of mouth simultaneously influence consumers' purchase intentions.

4.5.1 Coefficient of Determination

Table 7. R-Square Test Results

Model	R	R Square	Adjusted R Square
1	0.719	0.517	0.510

The coefficient of determination value (Adjusted R^2) is 0.510, indicating that social commerce features and electronic word of mouth explain 51.0% of the variation in purchase intention. Meanwhile, the remaining 49.0% is explained by other factors outside this research model, such as price perception, brand image, product quality, and consumer trust.

Discussion

The results of this study indicate that social commerce features have a significant positive effect on consumers' purchase intentions for local skincare products in Central Java. The positive regression coefficient shows that enhancements in social commerce, such as interactive communication, accessible product information, and social engagement mechanisms, can strengthen consumers' willingness to purchase. This finding confirms that well-designed digital shopping environments contribute to higher consumer confidence and more informed purchasing decisions [23], [24].

In addition, electronic word of mouth (e-WOM) was found to have the strongest influence on purchase intention, highlighting the importance of consumer-generated content in shaping perceptions of local skincare products. Consumers tend to rely on reviews, testimonials, and recommendations

from other users, which are perceived as more credible and authentic than conventional promotional messages. Positive e-WOM enhances trust and confidence, particularly for emerging local brands, suggesting that businesses should actively encourage satisfied customers to share their experiences and manage online feedback effectively [10], [11], [22].

The simultaneous effect of social commerce features and e-WOM further demonstrates their combined influence on purchase intention, with an Adjusted R^2 of 51.0% indicating that these factors explain a substantial portion of consumer purchasing behavior. These findings suggest that local skincare businesses should integrate interactive digital platforms with strategies that promote positive consumer engagement. By optimizing social commerce features and fostering strong e-WOM, businesses can enhance consumer trust, increase purchase intention, and strengthen competitive positioning in the growing digital beauty market.

5. CONCLUSION

This study confirms that both social commerce features and electronic word of mouth (e-WOM) significantly influence consumers' purchase intentions for local skincare products in Central Java. Social

commerce features enhance purchase intention by providing interactive communication, accessible product information, social engagement, and convenient purchasing processes, which increase consumer confidence and support informed decision-making. Meanwhile, e-WOM exerts an even stronger effect, as consumer-generated content such as reviews, recommendations, and testimonials builds brand credibility, reduces perceived risk, and encourages product selection. The combined effect of social commerce features and e-WOM explains 51.0% of the variation in purchase intention, indicating that digital

interaction mechanisms and social influence are key determinants of consumer behavior, while other factors such as product quality, price, brand image, and perceived value account for the remaining influence. Overall, the findings suggest that effective digital marketing strategies for local skincare brands require both engaging social commerce environments and strong e-WOM management, and future research should explore additional variables, including brand trust, influencer marketing, and customer engagement, to gain a more comprehensive understanding of consumer purchasing behavior.

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