Jurnal Bisnis Strategi
Vol. 31 No. 2, 2022, pp. 130-137
Published by Department of Management, Faculty of Economics and Business,
Universitas Diponegoro (p-ISSN: 1410-1246; e-ISSN: 2580-1171)
Published online in https://ejournal.undip.ac.id/index.php/jbs

The Influence of Price and Electronic Word of Mouth (e-WOM) on Purchase Decisions on Tiktokshop

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Abstract

E-commerce is a successful business model today. Tiktok Shop, a new platform launched by the social media platform TikTok, quickly became a popular trading platform, making Tiktokshop a social trading platform. The purpose of this study was conducted to find out the description of consumer purchasing decisions, prices, electronic word of mouth (E-WOM) on Tiktokshop. The type of research used was descriptive verification, and the method used was an explanatory survey with a purposive sampling technique with a sample size of 100 respondents. The data analysis method used is the validity and reliability test, multiple regression analysis, multiple correlation analysis and analysis of the coefficient of determination. Testing this hypothesis through the F test for simultaneous and T test for partial by using the SPSS 22.0 for windows program. The results showed that simultaneously price, electronic word of mouth (E-WOM) had a significant effect on purchasing decisions by 72.8%.

Keywords

price; electronic word of mouth; purchase decision

INTRODUCTION

In 2020, Indonesia and other countries in the world are in a pandemic condition. The Covid-19 virus caused problems for the economy, and as a result various businesses suffered losses due to the pandemic (Younas, Afshan, 2022). For the past two years, the civil society is required to carry out domestic activities such as Work from Home (WFH) and other domestic activities. Activities such as shopping are increasingly difficult for the civil society to do (Sa'adah et al., 2022). With advances in technology, purchases can now be made from the comfort of one's own home via e-commerce, making life easier for the civil society. But with advances in technology on social media, now we can make purchases online like TikTok. TikTok is currently developing a new feature to make it easier to find and buy cheaper products**.**

Many people use the Tik8tok application to develop a business or socialize. Tiktokshop feature provides a platform for selling or trading. Communities can carry out various promotions to consumers to buy the products offered. In April 2021, a company chose Indonesia to upgrade its e-commerce feature, namely the TikTok Shop. And just a few months ago, the feature was introduced in Thailand, Vietnam, and Malaysia, where a company made a big appeal for locals to use it.

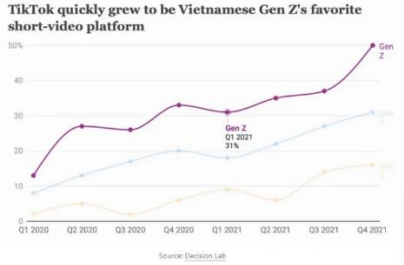

Figure 1.1
Development of Tiktok in Vietnam
(Decision Lab 2021)

Figure 1.1 above shows Tiktok quickly developing into Vietnam's Gen Z's favorite

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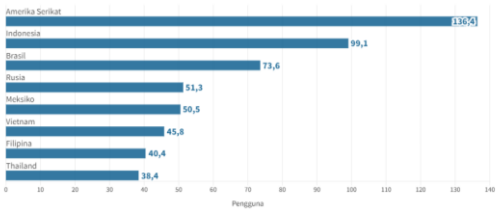
short video platform. In today's world, using the internet to market goods or services is ideal. With the emergence of the internet and the growth of other online buying and selling activities, the business world is growing rapidly in this digital era. In this digital era, or when using electronics and the internet, there are various marketing strategies used in a business.

The world of e-commerce is an example of a successful business today. Tiktok Shop, a platform feature recently launched by social media TikTok, is currently a popular trade, so Tiktokshop is a social trade. TikTok, with over 1 billion users worldwide, is one of the fastest growing social platforms. The success of Tiktok, of course, cannot be separated from marketing activities. TikTok had 1.4 billion monthly active users (MAU) over the age of 18 in the first quarter of 2022. This figure increased 15.34 percent from the previous quarter which reached 1.2 billion users. The United States has the most active TikTok users in the world. In April 2022, the number reached 136.4 million people. The number of active TikTok users in Indonesia reached 99.1 million, ranking second. TikTok users in Indonesia spend an average of 23.1 hours per month on the application as can be seen in Figure 1.2. (We are Socialreport). Based on existing data, visible that the potential for social media TikTok is high.



Source: We are Social

Figure 1.2
8 Countries with the largest active users of the Tiktok application in the world

With advances in technology and the increasing number of internet users, the development of social media and e-commerce has its own challenges in marketing products and services via the internet in the digital era. Digital marketing makes it easier for business owners to monitor and provide potential customers with everything they need (Kano et al., 2022). Due to intense competition, several e-commerce platforms are implementing strategies to stay afloat in the online shopping industry. The TikTok Shop strategy includes lower prices, increasing advertising content or promotional videos made by sellers and implementing the Free Shipping program throughout Indonesia without a minimum purchase transaction. TikTok, a platform for sharing videos and social interactions. Low prices can influence consumer purchasing decisions (Saputra & Mahaputra, 2022).

Through TikTok, namely video sharing and social interaction, where people can only communicate with each other there through social media or online, namely the E-WOM process, namely electronic word of mouth, which is an online information medium that companies can use to promote products that are sold or marketed through social media (Shahzad & Ahmad-ur-Rehman, 2022)(Ali et al., 2022). E-WOM is considered useful in planning and purchasing decisions because it is considered credible and of good quality (Chong et al., 2018) (Ali et al., 2022).

LITERATURE REVIEW

Price

Price is defined as the amount of money or the total value that customers pay for a product or service in exchange for the cumulative benefits of the product or service. (Son & Jin, 2019)(Vinh et al., 2020)(Panta, 2022). Price is the only variable in the marketing mix that can change over time. Prices also convey what is desired (Panta, 2022). Prices play two main roles in the consumer decision-making process, namely allocation and information (Gunawan et al., 2023). The internal price function assists consumers in determining how to obtain the highest expected benefit or utility based on purchasing power. Buyers usually compare the prices of various available alternatives before deciding on the desired allocation of funds. The role of price information is to provide information to consumers, such as quality (Rayuwati et al., 2022) (Gunawan et al., 2023). Consumers often believe that high price indicates high quality. Price is one of the elements in the marketing mix that affects company income and influences consumer purchasing decisions (Gunawan et al., 2023).

The market value of the company's product or brand is positioned. Price also influences individual behavior and determines customer loyalty to the brand.

According to research (Sudjatmika, 2017) price is the single most important factor in determining the value of a product or service.

According to (Sudjatmika, 2017) there are two price indicators, namely rising prices, products purchased have low or high prices, prices according to product quality and product prices according to product quality.

Electronic Word of Mouth (e-WOM)

(Hennig-Thurau et al., 2004) e-WOM is a type of peer-to-peer communication about positive or negative experiences potential or current consumers have about certain products which are widely available through social media and the internet. Electronic Word of Mouth (e-WOM) is a type of viral marketing whose stimulus is usually referred to as a 'poison' that is contagious like a virus, analogous to information that spreads quickly through internet networks that know no boundaries (Rahmaningsih & Sari, 2022). The advantage is that this platform is all consumer and anyone can see other people's comments on the platform and share their opinion with other users (He et al., 2023). EWOM can easily be generated accidentally, especially when consumers display their preferences to their networks through interactions with brands associated with posts such as liking, commenting, and posting (Leong et al., 2022). The term "electronic word of mouth" emerged as result of the increasing number of internet users, which gave rise to new forms of communication on social media platforms and online forums (Mayreri & Milanyani, 2022). As internet technology advances word of mouth develops into electronic word of mouth (eWOM) because of its greater accessibility and reach than traditional media or offline word of mouth, e-WOM has become an important facility or place for consumers to provide feedback. This is considered more effective than traditional or offline media by word of mouth (Rusdiana, 2023). The dimensions of e-WOM are consistency, frequency and reviews (Kotler & Keller 2007).

Buying decision

According to Kotler and Keller as translated by Bob Sabran (in Aldy Zulyanecha 2013: 52), there are five (five) types of purchases made by consumers, namely first product inventory where before making a purchase, consumers can be influenced to buy a product or use money to another purpose. In this case the company must persuade people who want to buy a product to do so by providing alternatives that they can consider before making a purchase. Both brand choices are buyers must have a clear understanding of what they are buying. Each product has unique characteristics based on its utility, interest and consumer needs. In this case, companies must understand how consumers choose each item. The three choices of dealers, the buyer must identify the location of the dealer to be visited. Every buyer has different expectations when it comes to delivery. The four purchase times are the buyer's decisions in selecting different times, such as every day, every week, every month, and so on. Fifth, the number of purchases, namely customers can get information about how many products they will buy. In this case, the company must produce a large of number products according to the preferences of the buyer. The Sixth Method of Payment is that Consumers can raise concerns about the method of payment to be used to resolve complaints involving products or services.

METHODS

Methods/Materials

This study uses a standardized and verifiable methodology. This descriptive study has the potential to comprehensively reveal information about perceived usefulness, perceived ease of use, and behavioral intention. In addition, verification research is useful for identifying key findings from certain hypotheses which are carried out through data collection in the field. The purpose of this study is to provide information about the risks associated with using the Tiktokshop application.

Population and Sample

The sample is part of the population in terms of size and characteristics. If the population is large and the researcher cannot study everything in the population, for example due to limited funds, manpower or time, the researcher can use samples taken from that population (Sugiono 2013). Because the population size in this study was unknown, the Suharsimi and Arikunto (2006) formula was used to calculate the sample. The formula is as follows:

Information:
N: Sample Size
Za/2: The standard value of the list is outside the normal standard level of confidence (a) 95%

E: The level of accuracy used by stating the maximum error magnitude of 20%.

The calculation above shows that the sample size is 96.04 respondents. To make this study more accurate, the sample size was set at 100. Thus, the sample size for this study was 100 respondents. The majority respondents in this study were users of the Tiktokshop application. In this study, 100 people used the Tiktokshop application with data analysis techniques using multiple regression.

DATA ANALYSIS AND DISCUSSION

Validity And Reliability Test

Validity test is used to determine whether a questionnaire is valid or not. Validation test If the validity results are greater than 0.361 (based on rtable), then the item statement is considered valid. The following table shows the results of the analysis of the validity of all instruments.

Based on the results of testing the validity of the instruments in table 1, all statements given to respondents have a validity coefficient value greater than the critical point of 0.361, which means that the instrument is declared valid and can be used to measure research variables

Table. 1
Validity Test Result

Item	r Hitung	r Tabel	Keterangan
X1.1	0.556	0,361	Valid
X1.2	0.556	0,361	Valid
X2.1	0.773	0,361	Valid
X2.2	0.702	0,361	Valid
X2.3	0.772	0,361	Valid
Y1.1	0.771	0,361	Valid
Y1.2	0.799	0,361	Valid
Y1.3	0.696	0,361	Valid
Y1.4	0.733	0,361	Valid
Y1.5	0.746	0,361	Valid
Y1.6	0.617	0,361	Valid
Y1.7	0.759	0,361	Valid
Y1.8	0.727	0,361	Valid

Source: Results of SPSS data processing 24, 2022

Reliability Test

Cronbach alpha reliability analysis method is used to determine whether the responses given by respondents can be trusted or relied upon. An instrument is said to be reliable if it has a reliability coefficient or alpha of 0.361 or higher. This technique or formulation can be used to determine whether a research instrument is reliable. or not, with a reliable research instrument being defined as having a reliable coefficient (r) greater than 0.361.
Based on the results of the data reliability testing presented, the reliability coefficient is greater than the critical point of 0.361, indicating that this research instrument is reliable and feasible to be used as a variable in measuring this research and has fulfilled the research requirements.

Normality test

The normality test aims to determine whether the dependent and independent variables used in the regression model are normally distributed or not. Proving the normality test using the Kolmogorov-Smirnov test theory, if the sig value is greater than alpha then the variable is normally distributed, conversely if the sig value is less than alpha then the variable is not normally distributed.

Based on the results of the normality test, the probability value (sig) obtained by the residual variable is greater than 0.05 by using the Monte Carlo Sig. (2-tailed) residual value is 0.578, which indicates that the data used by the author is normally distributed.

Correlation Between Variables

The correlation between the coefficient variables is used to measure the closeness of the relationship between the variables tested for correlation. By using the SPSS program, the results of the Pearson correlation coefficient are obtained as follows:

Tabel. 3
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			
Normal Parameters[a,b]	Mean		.0000
	Std. Deviation		6.80978
Most Extreme Differences	Absolute		.(
	Positive		.(
	Negative		-.(
Test Statistic			.(
Asymp. Sig. (2-tailed)			.1
Monte Carlo Sig. (2-tailed)	Sig.		.5
	99% Confidence Interval	Lower Bound	.5
		Upper Bound	.5

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction
d. Based on 10000 sampled tables with starting seed 2000000.

Source: Results of SPSS data processing 24, 2022

Table. 4
Correlations

		Harga (X1)	e-WOM(X2)	PD (Y)
Price (X1)	Pearson Correlation	1	.451**	.436**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
e-WOM(X2)	Pearson Correlation	.451**	1	.632**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
PD (Y)	Pearson Correlation	.436**	.632**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Results of SPSS data processing 24, 2022

The results of the person correlation above can be presented as follows:

1. Based on the data above, the significance value is 0.000 or <0.05, it is said to be correlated.
2. The relationship between e-WOM variables on consumer purchasing decisions is 0.632 and is included in the very strong category. The direction of the positive relationship between e-WOM and consumer purchasing decisions shows that improving e-WOM performance can improve consumer purchasing decisions.
3. The relationship between the price variable and the consumer purchasing decision variable, which is equal to 0.436, is in the weak category. This category shows that in this study the least price plays a role in increasing consumer purchasing decisions.

Table. 5
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654[a]	.728	.416	6.880

a. Predictors: (Constant), e-WOM(X2), Price (X1)

b. Dependent Variable: Purchase Decision (Y)Source: Results of SPSS data processing 24, 2022

The closeness of the relationship between the independent variables and the dependent variable simultaneously is indicated by the value of R = 0.654. This figure shows the closeness of the strong relationship between all variables X on variable Y.

Multiple Regression Coefficient Analysis

The regression analysis used is multiple regression analysis, the independent variables are more than one. This analysis aims to determine there is a relationship between variable X1 (Price) and variable X2 (e-WOM) on Y (Purchasing Decision).
By using SPSS software the following results are obtained:

Table 6
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.396	3.544		4.062	.000
	Price (X1)	.617	.279	.190	2.213	.029
	e-WOM(X2)	1.240	.196	.546	6.342	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Results of SPSS data processing 24, 2022

Through the results of data processing as in the table above, a predictive model for price and e-WOM variables for consumer decisions can be formed as follows:

$$Y = 14{,}396 + 0{,}617X1 + 1{,}240X2 + e$$

Based on the equation above, it can be interpreted the regression coefficient of each independent variable as follows:

1. A constant of 14.396 means that if the price and e-WOM value is zero then the purchase decision is 14.396.
2. The price regression coefficient of 0.617 states that each addition of one unit of price score will increase the purchase decision by 0.617 assuming the independent variable price is constant.
3. The e-WOM regression coefficient of 1.240 states that each addition of one unit of e-WOM score will increase the purchase decision by 1.240 assuming the independent variables are constant.

Coefficient of Determination

The coefficient of certainty (KD) is the square of the correlation coefficient (R) or also known

as R-square. The coefficient of certainty serves to identify how much impact the package and price simultaneously have on the customer's buying interest.
By using SPSS, we get the coefficient of determination which can be observed in the following output chart.

Table. 7
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654[a]	.728	.416	6.880

a. Predictors: (Constant), e-WOM(X2), Price (X1)
b. Dependent Variable: Purchase Decision (Y)
Source: Results of SPSS data processing 24, 2022

Based on the above calculations and table, it is determined that the profit of combining price and e-WOM at the same time is about 0.728 or 72.8%. In addition, 0.272 (1-R2) or the remaining 27.2% is a major contribution of the influence of other factors not examined (epileptic).

Partial Hypothesis Testing

Partial Hypothesis Test X1 Against Y
The formulation of the partial hypothesis to be tested is as follows:

Ho: ρYX1 = 0: There is no positive and significant effect of price on purchasing decisions at Tiktokshop.
Ha: ρYX1 ≠ 0: There is a positive and significant effect of price on purchasing decisions on Tiktokshop.

The significance level (α) used in this test is 0.05 with the test criteria Ho is rejected and Ha is accepted if the value is $thitung > ttabel$. With SPSS, the results of the partial hypothesis test X1 are obtained as follows:

Tabel 9
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3432.046	2	1716.023	36.257	.000[a]
	Residual	4590.944	97	47.329		
	Total	8022.990	99			

a. Predictors: (Constant), e-WOM(X2), Price (X1)
a. Dependent Variable: Purchase Decision (Y)

Table. 8
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.396	3.544		4.062	.000
Price (X1)	.617	.279	.190	2.213	.029
e-WOM(X2)	1.240	.196	.546	6.342	.000

a. Dependent Variable: Purchase Decision (Y)
Source: Results of SPSS data processing 24, 2022

Based on the table above, it is known that the value of $thitung$ for the price is 2,213. This value will be compared with the value of $ttabel$ in the distribution table T with α = 0.05 and df (n-k-1) 97 for testing 2 parties obtained the value of $ttabel$ at 1,660, because the value of thi white is in the area of rejection of Ho and accepts Ha, which means that there is a positive and significant effect of price on purchasing decisions on Tiktokshop.
Partial Hypothesis Test X2 Against Y
The formulation of the partial hypothesis to be tested is as follows:

Ho: ρYX1 = 0 : There is no positive and significant effect of e-WOM on purchasing decisions on Tiktokshop.
Ha: ρYX1 ≠ 0 : There is a positive and significant influence of e-WOM on purchasing decisions on Tiktokshop.

The significance level (α) used in this test is 0.05 with the test criteria Ho is rejected and Ha is accepted if the value is $thitung > ttabel$. Based on the table above it is known that the value of $thitung$ (6.342) is greater than $ttabel$ (1.660) and is in area of Ho rejection, so that according to the hypothesis testing criteria Ho is rejected and Ha is accepted. This means that there is a positive and significant influence of e-WOM on purchasing decisions on Tiktokshop.

Simultaneous Hypothesis Testing

Simultaneous hypothesis testing (Test F) to test the significance of the effect of price and e-WOM on consumer purchasing decisions simultaneously, then hypothesis testing is carried out with the following hypothesis formulation:

Ho: ρYX1 = ρYX2 = 0 This means that price and e-WOM together do not have a positive and significant effect on consumer purchasing decisions on Tiktokshop.
Ha: ρYX1 ≠ ρYX2 ≠ 0 This means that price and e-WOM together have a positive and significant effect on consumer purchasing decisions on Tiktokshop.
The value of the F test statistic can be seen from the following SPSS output:

Source: Results of SPSS data processing 24, 2022

Based on the table above, can be seen that $Fhitung$ is 36,257. This value will be compared with the value of $Ftabel$ with α = 0.05, db1 = 2 and db2 = 100, it is known that the value of $Ftabel$ is 3.09. From the above values, it is known that the value of $Fhitung$ (36.257) > $Ftabel$ (3.09), Ho is rejected and Ha is accepted. This means that price and e-WOM together have a positive and significant effect on consumer purchasing decisions on Tiktokshop.

Based on the results of the research and discussion relating to the effect of product prices and e-WOM on consumer decisions at Tiktokshop, it can be concluded that the price variable is in the weak category, for the e-WOM variable it is in the good category, the purchase decision variable is in the good category.

The results of the test show that there is a positive and significant effect of price on consumer purchasing decisions because the value is area of rejection of Ho and acceptance of Ha. There is a positive and significant influence of e-WOM on purchasing decisions because its value is in the area of Ho rejection, so according to the hypothesis testing criteria Ho is rejected and Ha is accepted and simultaneously Price and e-WOM have a positive and significant effect on purchasing decisions because it is in the area of Ho rejection so that Ho is rejected and Ha is accepted.

CONCLUSION AND SUGGESTIONS

Based on the findings of this study, it is known that electronic word of mouth, price, and purchasing decisions all have a significant positive effect on purchasing decisions, so that the following recommendations can be made:

For companies to increase purchasing decisions to a higher level than before, this can be done, among others, by adjusting consumer market tastes and providing various prices so that consumers can choose products according to the desired price.

For further research, it is possible to overcome the limitations of this study by increasing the number of samples and data collection methods to obtain more comprehensive results.

Considering that there are still variables outside the research that influence purchasing decisions by 27.2%, it is hoped that further researchers can develop research by examining other variables outside of this study or combining the variables contained in this study with other similar variables such as brand trust, promotion, brand images and others.

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