

**ONLINE REVIEWS, CELEBRITY ENDORSERS EFFECT
PURCHASE DECISION OF GENERATION Z AT SAMSUNG
EXPERIENCE STORE PALEMBANG**

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Abstract

This research aimed to explore and explain the influence of online review and celebrity endorser on the customers' loyalty, with purchase decision as the intervening variable. The research method used was explanatory with quantitative approach. The research location was at Samsung Experience Store Palembang, with consumers' population the people who used samsung brand smartphone. Sample selection was carried out by using purposive sampling method, and 57 respondents were involved in this research. Results showed that there was influence of online review and celebrity endorser on the customers' loyalty with purchase decision as the intervening variable.

INTRODUCTION

Generation Z, which includes individuals born between 1997 and 2012, is a group that grew up in the digital and technological era. They have excellent technology skills and are very familiar with the use of digital devices. As a generation born amidst technological advances, Generation Z is often identified as critical individuals and has extensive access to information via the internet. One technology product that is very popular among Generation Z is smartphones (Putri & Sudaryanto, 2022). Smartphones are not just a communication tool, but also a multi-purpose device that allows them to access information, communicate and enjoy entertainment easily. When Generation Z considers purchasing a smartphone, several factors influence their decision. Product quality, price, and recommendations from other people are very significant factors.

In the arena of increasingly tight product competition in Indonesia, especially in the smartphone market, the Ministry of Communication and Information noted that smartphone users in Indonesia reached 167 million people, equivalent to 89% of the total population. Various smartphone brands compete with their respective advantages in this diversified

market, and one of the main competitors is Samsung smartphones (Iswara & Jatra, 2017). Even though in the third quarter of 2023 there was a decline in global smartphone sales of 8%, Samsung still leads by controlling 20% of total global smartphone sales in that period. Despite experiencing a decline of 13% compared to the same quarter the previous year, Samsung still managed to maintain its leading position (Handayani et al., 2022).

Online reviews provide an overview of the extrinsic properties of a product or service, including the brand's efforts to meet consumers' psychological or social needs. The role of online reviews is very significant in influencing product purchasing decisions. When consumers find brands with positive and quality online reviews, their interest in purchasing those products increases (Khofifah & Supriyanto, 2022). Therefore, the quality of online reviews can be key in attracting consumer interest in adopting a product. The importance of online reviews in the purchasing decision process is reflected in consumers' increasing engagement with online reviews. The more positive and convincing online reviews of a product, the more likely consumers will choose that product. Online reviews are a form of electronic word-of-mouth (eWOM), which refers to content posted by users or customers after purchasing products online, either in online stores or third-party websites such as Shopee (Ardianti & Widiartanto, 2020). Online reviews often contain excessive comments or do not provide adequate explanations regarding the quality and quantity of the product purchased. Despite this, some consumers provided comments that were relevant to the products they purchased, including aspects such as delivery speed and others. Online reviews have great benefits for new consumers who are looking for information before buying a product. Reviews are considered more honest because they come from direct consumer experience. Consumers tend to be reluctant to buy products that have bad reviews. Apart from that, the number of people who provide reviews and ratings is also an important consideration for potential consumers (Mulyati & Gesitera, 2020).

Related to this case, the annual records from We Are Social has indicated that 89% of people search for information about online goods on the internet and use online reviews as a benchmark before buying a product or service. In addition, as many as 80% of consumers can change their decision to buy or not based on unfavorable reviews of the products being sold. This shows that online reviews have a big influence on consumer trust in online stores, and negative reviews can make consumers reluctant to shop at the store (Kamisa et al., 2022). Apart from online reviews, another factor that influences purchasing decisions is who conveys the message about a product. Advertisements delivered through an

attractive source or messenger can achieve great attention and be easily remembered by the public (Aprilia & Hidayati, 2021). Samsung, for example, has succeeded in taking advantage of the Korean Wave phenomenon by attracting famous celebrities from South Korea, Bangtan Sonyeondan (BTS), as endorsers. The presence of BTS as celebrity endorsers not only increases the appeal of the Samsung brand, but also creates an emotional connection with BTS fans around the world, which indirectly contributes to consumer purchasing decisions (Alvionita et al., 2021).

Using celebrity endorsers that match the character of the product can make it easier to attract consumers' attention and make it easier for them to make purchasing decisions. When a product chooses a celebrity as an advertising endorser, the company can experience various benefits (Anggraeni & Kurniawati, 2020). The use of famous celebrities can make the product stick more in the minds of the public, because of the celebrity's ability to influence consumer behavior and perceptions. The importance of choosing a celebrity endorser that suits the product does not only include popularity, but also includes values, image and personality that can strengthen the product's brand image (Helbert & Ariawan, 2021). Purchasing decisions are a process carried out by consumers to choose the products or services they will buy. This decision is the result of evaluating various factors that influence consumer decisions, such as needs, desires, budget, and available information. The purchasing decision process can involve comparisons between various products or brands, assessing product features and benefits, as well as considering price and quality (Darmawan & Iriani, 2021). Customer Loyalty, on the other hand, refers to a consumer's tendency to continue choosing products or services from a brand over and over again. Customer loyalty can be measured through indicators such as purchase frequency, total purchase value, and level of customer satisfaction (Iskandar & Sharif, 2022). Customer loyalty provides benefits for companies, such as revenue stability, reduced marketing costs to attract new customers, and improved brand image (Rohana, 2020). In this context, purchasing decisions function as an intervening variable between online reviews and celebrity endorsers and customer loyalty. This means that online reviews and celebrity endorsers can influence consumer purchasing decisions, and these purchasing decisions then influence the level of customer loyalty (Rofiah & Wahyuni, 2017). In other words, consumers may be influenced by online reviews and celebrity endorsements in making purchasing decisions. This purchasing decision then plays an important role in forming the level of customer loyalty to a particular brand or product. Therefore, understanding these intervening variables can help companies

design more effective marketing strategies to build and maintain customer loyalty.

RESEARCH METHODS

This research used a quantitative approach with explanatory research methods to explore and explain the influence of online reviews and celebrity endorsers on customer loyalty, with purchasing decisions as an intervening variable. The research location was undertaken at the Samsung Experience Store in Palembang, with a population of consumers who had used Samsung brand smartphones. Sampling was undertaken through a purposive sampling method, which selected respondents based on certain criteria, namely consumers who use Samsung smartphones. This research uses 18 questions as research instruments. The variables measured include online reviews (X1), celebrity endorsers (X2), customer loyalty (Z), and purchasing decisions (Y) as intervening variables. The number of samples required in this research is 57 respondents.

The primary data collection method was carried out by distributing questionnaires online using the SPSS 23 application. The questionnaire link was distributed via social media to respondents who met the sample criteria. Data analysis was carried out using quantitative statistical techniques to test hypotheses and identify the influence of the variables studied. With this approach, the research aims to investigate the relationship between online reviews and celebrity endorsers on customer loyalty, and see the extent to which purchasing decisions mediate this relationship. The quantitative approach provides a systematic framework for analyzing data and gaining a deeper understanding of the dynamics of the variables tested in this study.

RESULTS AND DISCUSSION

The Validity Test

The validity test conducted in this explanation used a probability value or significance level of 0.05. In order to establish the credibility of a relationship, the p-value (the likelihood that the association occurred by chance) must be less than or equal to 0.05. The degrees of freedom (df) can be calculated using the formula $df = n - 2$, where n represents the number of samples. In this particular situation, with 57 samples, the calculation would be $df = 57 - 2 = 55$. In addition, the significance level is 0.67898, which may indicate the threshold that the Pearson correlation value needs to surpass in order to establish statistical significance. Put simply, when the p-value from the Pearson correlation validity test is below 0.05 and the correlation value is more than 0.67898, we may confidently state that the link between the variables being assessed is both statistically

significant and legitimate.

Table 1. Online Review Variable Validity Test (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Online Review (X1)
X1.1	Pearson Correlation	1	.619**	.656**	.519**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	57	57	57	57	57
X1.2	Pearson Correlation	.619**	1	.731**	.424**	.833**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	57	57	57	57	57
X1.3	Pearson Correlation	.656**	.731**	1	.442**	.850**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	57	57	57	57	57
X1.4	Pearson Correlation	.519**	.424**	.442**	1	.752**
	Sig. (2-tailed)	.000	.001	.001		.000
	N	57	57	57	57	57
Online Review (X1)	Pearson Correlation	.846**	.833**	.850**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	57	57	57	57	57

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

Source: SPSS Data Processing Results (2023)

Table 2. Validity Test of the Celebrity Endorser Variable (X2)

		Correlations				Celebrity Endorser (X2)
		X2.1	X2.2	X2.3	X2.4	
X2.1	Pearson Correlation	1	.619**	.656**	.519**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	57	57	57	57	57
X2.2	Pearson Correlation	.619**	1	.731**	.424**	.833**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	57	57	57	57	57
X2.3	Pearson Correlation	.656**	.731**	1	.442**	.850**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	57	57	57	57	57
X2.4	Pearson Correlation	.519**	.424**	.442**	1	.752**
	Sig. (2-tailed)	.000	.001	.001		.000
	N	57	57	57	57	57
Celebrity Endorser (X2)	Pearson Correlation	.846**	.833**	.850**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	57	57	57	57	57

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

Source: SPSS Data Processing Results (2023)

Table 3. Purchase Decision Validity Test (Y)

		Correlations				Keputusan Pembelian (Y)
		Y1	Y2	Y3	Y4	
Y1	Pearson Correlation	1	.855**	.769**	.759**	.934**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	57	57	57	57	57
Y2	Pearson Correlation	.855**	1	.739**	.821**	.946**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	57	57	57	57	57
Y3	Pearson Correlation	.769**	.739**	1	.568**	.848**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	57	57	57	57	57
Y4	Pearson Correlation	.759**	.821**	.568**	1	.880**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	57	57	57	57	57
Purchasing decision (Y)	Pearson Correlation	.934**	.946**	.848**	.880**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	57	57	57	57	57

Table 4. Validity Test of Customer Loyalty Variable (Z)

		Correlations						Loyalitas Pelanggan (Z)
		Z1	Z2	Z3	Z4	Z5	Z6	
Z1	Pearson Correlation	1	.783**	.591**	.764**	.547**	.608**	.824**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	57	57	57	57	57	57	57
Z2	Pearson Correlation	.783**	1	.855**	.769**	.759**	.724**	.941**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	57	57	57	57	57	57	57
Z3	Pearson Correlation	.591**	.855**	1	.739**	.821**	.666**	.903**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	57	57	57	57	57	57	57
Z4	Pearson Correlation	.764**	.769**	.739**	1	.568**	.665**	.866**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	57	57	57	57	57	57	57
Z5	Pearson Correlation	.547**	.759**	.821**	.568**	1	.618**	.839**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	57	57	57	57	57	57	57
Z6	Pearson Correlation	.608**	.724**	.666**	.665**	.618**	1	.819**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	57	57	57	57	57	57	57
Customer loyalty (Z)	Pearson Correlation	.824**	.941**	.903**	.866**	.839**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	57	57	57	57	57	57	57

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

Source: SPSS Data Processing Results (2023)

When conducting validity tests, we utilize the Pearson correlation coefficient to

assess the relationship between the variables being measured. The provided T-table value is 0.67898, and the significance level is 0.005. The validity test results indicate that there are significant correlations between the variables online review (X1), celebrity endorser (X2), customer loyalty (Z), and purchasing decisions (Y) with each subvariable. These correlations are significant at the 0.01 level (2-tailed), with a significance value below 0.005. The presence of a noteworthy Pearson correlation value (indicated by **), indicates a clear association between the variables online review (X1), celebrity endorser (X2), customer loyalty (Z), and purchasing decisions (Y) along with their corresponding subvariables. sufficiently robust. Hence, these findings can be deemed to possess a substantial influence within the framework of this investigation. In addition, since the observed value in the correlation table is greater than the T table value used as a benchmark for assessing correlation significance, and the significance value is less than 0.005, we can infer that the validity test results indicate a significant influence between these variables. Therefore, it can be inferred that these variables are reliable and suitable for further analysis within the scope of this research. **The Reliability Test**

Reliability tests, such as Cronbach's Alpha, are techniques employed to evaluate the degree to which a measurement instrument demonstrates consistency and dependability. Cronbach's Alpha is a statistical measure that quantifies the degree of correlation between the items in a given instrument. Reliability is deemed satisfactory in this scenario if the calculated r value (alpha coefficient derived from the computation) surpasses the table r value at the 5% significance level.

Table 5. Online Review Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	4

Source: SPSS Data Processing Results (2023)

Table 6. Reliability Test for the Celebrity Endorser Variable (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	4

Source: SPSS Data Processing Results (2023)

Table 7. Reliability Test of Purchasing Decision Variable (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.921	4

Source: SPSS Data Processing Results (2023)

Table 8. Reliability Test of Customer Loyalty Variable (Z)

Reliability Statistics

Cronbach's Alpha	N of Items
.932	6

Source: SPSS Data Processing Results (2023)

The reliability test results for each variable may be observed in Table 5 through Table 8 in this research. The Cronbach's Alpha values for the variables are as follows: Online Review (X1) = 0.831 (4 items), Celebrity Endorser (X2) = 0.831 (4 items), Purchase Decision (Y) = 0.921 (4 items), and Customer Loyalty (Z) = 0.932 (6 items). These numbers show that all variables exhibit a high level of reliability, as they above the universally acknowledged threshold of 0.7. Thus, it can be inferred that the measurement instruments employed in this study exhibit strong internal consistency and may be trusted for assessing each construct under investigation. **Intervening Variable Regression Test**

Table 9. Model I Path Coefficient

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients	t	
		B	Std. Error	Beta		
1	(Constant)	1.953	1.510		1.293	.001
	Online Review (X1)	.061	.014	.336	.041	.000
	Celebrity Endorser (X2)	.885	.093	.790	9.543	.000

a. Dependent Variable: Purchasing decision (Y)

Source: SPSS Data Processing Results (2023)

Examining the Coefficients table in the Model I Regression output, it is evident that the significant values of the two variables, Online Review (X1) = 0.000 and Celebrity Endorser (X2) = 0.000, are less than the threshold value of 0.05. These results indicate that Regression Model I, specifically the Online Review (X1) and Celebrity Endorser (X2) variables, have a significant impact on Purchasing Decisions (Y).

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309 ^a	.701	.196	.914

a. Predictors: (Constant), Celebrity Endorser (X2), Online Review (X1)

Source: SPSS Data Processing Results (2023)

The R Square value in the Model Summary table is 0.701, indicating that the combined influence of Online Review (X1) and Celebrity Endorser (X2) on Purchasing Decisions (Y) is 62.3%. The remaining 37.7% represents the contribution from other variables not included in the study. Meanwhile, the value of e1 can be determined by applying the formula $e1 = \sqrt{1-0.623} = 0.614$. Therefore, the path diagram for structural model I is derived in the following manner:

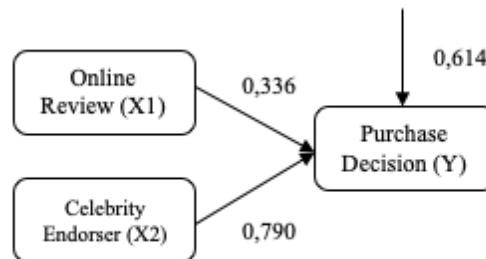


Figure 1. Model I Path Diagram

Table 11. Model II Path Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.532	.574		.927	.358
	Online Review (X1)	.833	.097	.156	21.254	.000
	Celebrity Endorser (X2)	.244	.057	.154	4.314	.000
	Purchase Decision (Y)	1.214	.051	.860	24.029	.000

a. Dependent Variable: Customer Loyalty (Z)

Source: SPSS Data Processing Results (2023)

The Model II Regression result in the Coefficients table indicates that the significance values of the three variables, Online Review (X1) = 0.000, Celebrity Endorser (X2) = 0.000, and Purchase Decision (Y) = 0.000, are all less than the threshold of 0.05. The results indicate that Regression Model II, namely the variables Online Review (X1), Celebrity Endorser (X2), and Purchase Decision (Y), have a substantial impact on Customer Loyalty (Z).

Table 12. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987 ^a	.974	.973	.621

a. Predictors: (Constant), Purchase Decision (Y), Online Review (X1), Celebrity Endorser (X2)

Source: SPSS Data Processing Results (2023)

The R Square value in the Model Summary table is 0.968, indicating that Online Review (X1), Celebrity Endorser (X2), and Purchase Decision (Y) collectively account for 97.4% of the variation in Customer Loyalty (Z), while the remaining 2.6% is attributed to other unexamined factors. Meanwhile, the value of e2 is equal to the square root of 1 minus 0.974, which is equal to 0.161. Therefore, the path diagram for structural model I is derived in the following manner:

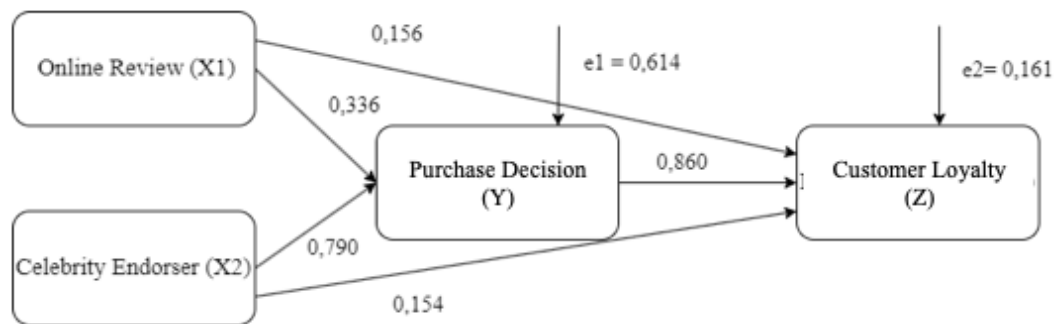


Figure 2. Model II path diagram

CONCLUSIONS AND SUGGESTIONS

The data analysis has indicated that online reviews (X1) and celebrity endorsers (X2) had a positive and significant effect on purchasing decisions (Y) for generation Z Samsung smartphones at the Samsung Experience Store Palembang. Furthermore, purchasing decisions (Y) also had a positive and significant effect on customer loyalty (Z). These results support the first hypothesis (H1), second hypothesis (H2), and third hypothesis (H3). This means that online reviews and celebrity endorsers play an important role in shaping purchasing decisions, which in turn affects customer loyalty towards the Samsung generation Z smartphone brand. Furthermore, the analysis has indicated that online reviews (X1) and celebrity endorsers (X2) had a positive and significant effect on customer loyalty (Z) directly. Therefore, these results support the

fourth (H4) and fifth (H5) hypotheses. This has indicated that the positive effect of online reviews and celebrity endorsers was not merely limited to forming purchasing decisions, but it also directly affected on customer loyalty towards the Samsung generation Z smartphone brand. Furthermore, mediation tests (H6) and (H7) have indicated that purchasing decisions (Y) mediate on the effect of online reviews (X1) and celebrity endorsers (X2) on customer loyalty (Z). This can be seen from the analysis results which showed that the indirect influence (through purchasing decisions) was greater than the direct influence of online reviews (X1) and celebrity endorsers (X2) on customer loyalty (Z). Therefore, it can be concluded that purchasing decisions play a role as a significant intervening variable in the relationship between online reviews, celebrity endorsers, and customer loyalty. Thus, these findings provide important insights for marketers and brand managers of generation Z Samsung smartphones at the Samsung Experience Store Palembang. Marketing strategies that focus on managing and utilizing online reviews, using celebrity endorsers, and it can be key in influencing purchasing decisions and increasing customer loyalty towards the product.

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