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**THE INFLUENCE OF BRAND AWARENESS, INFLUENCERS, AND  
PRODUCT QUALITY ON PURCHASE INTENTION OF SKINTIFIC  
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**Abstract**

This study aims to examine the effect of brand awareness, influencers, and product quality on consumer purchase intention towards Skintific skincare products on TikTok social media. The research method used is quantitative with a descriptive approach, and data collection was carried out through questionnaires to Skintific product users. The results of the analysis using SmartPLS showed that the three independent variables had a significant effect on purchase intention, with a path coefficient value for brand awareness of 0.45 ( $p < 0.01$ ), for influencers of 0.35 ( $p < 0.05$ ), and for product quality of 0.40 ( $p < 0.01$ ). The R-Square value of 0.685 indicates that the model built has strong predictive ability, explaining 68.5% of the variance in purchase intention. This study provides policy implications that the integration of effective digital marketing strategies through TikTok by strengthening brand awareness, influencer collaboration, and improving product quality can increase purchasing interest and competitiveness of Skintific products. The contribution of this study not only enriches the literature on digital marketing but also provides practical guidance for marketers in designing more effective strategies.

**Keywords:** Brand Awareness, Influencers, Product Quality, Purchase Intent, Skintific, Tiktok



## INTRODUCTION

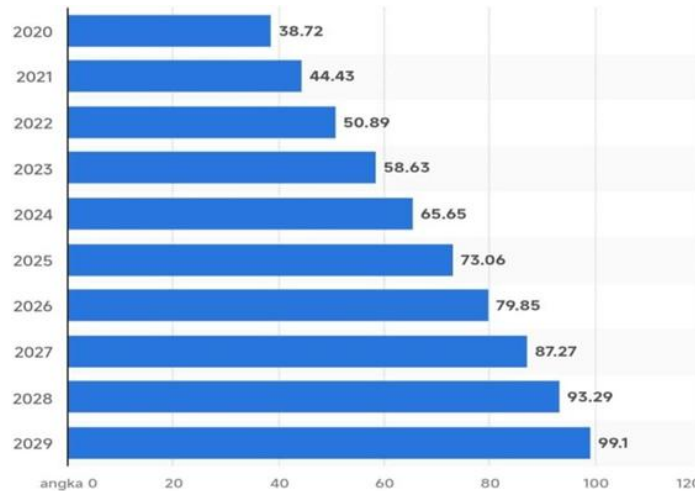
The Internet is not only for gaming or entertainment, but also as a marketing strategy (Harisandi et al., 2023). The Internet, as evidence of rapid progress in communication, media, and information technology, has brought major changes to several aspects of life, including the business world. (Harisandi, 2024). The Internet is a network of interconnected computers that includes various sites from academic, business, government, and organizations, to individuals (Rusito, 2021).

Technology continues to develop, and digitalization is evidence of its progress. Digitalization has made rapid progress, making it easier to obtain and disseminate information (Harisandi et al., 2023). Many activities are carried out through digital means. The available space, necessary equipment, and efficiency make the use of digital technology more convenient (Harisandi & Purwanto 2024). The importance of understanding effective digital marketing on TikTok has been recognized by many stakeholders, given the application's great potential to influence consumer behavior. In the business sector, the dominance of internet use is held by e-commerce, with a projection of increasing use until 2029. However, although much research has been done on digital marketing, there is still a gap in understanding until 2029.

However, despite much research being done on digital marketing, there is still a gap in understanding effective marketing strategies on platforms like TikTok. Therefore, this study aims to explore the influence of brand awareness, influencers, and product quality on the purchase intention of consumers, especially in the context of skincare products on TikTok social media.



**Figure 1**  
**Projection of Number of E-commerce Users in Indonesia 2020-2029**



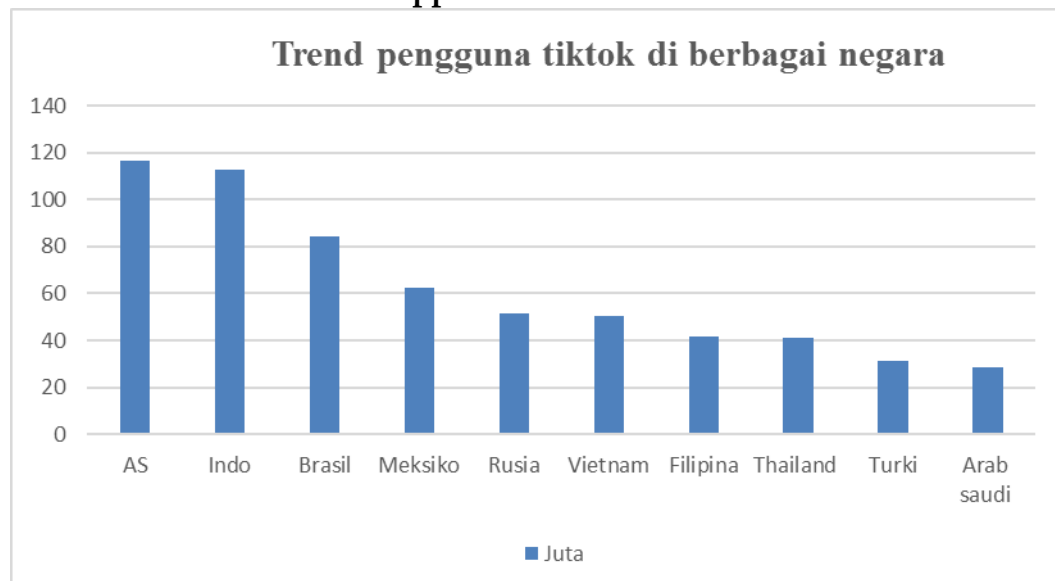
Source: Statista (2024)

Based on the data in Figure 1, it shows that the number of E-commerce users in Indonesia shows a consistent increasing trend from 2020 to 2024. In 2020, there were around 38.72 million users, then increasing to 44.43 million in 2021, 50.89 million in 2022, 58.63 million in 2023, and reaching 65.65 million users in 2024. This trend is expected to continue in the next five years, with the projected number of users reaching 73.06 million in 2025, 79.85 million in 2026, 87.27 million in 2027, 93.29 million in 2028, and 99.10 million in 2029.

In marketing their products, online marketers in e-commerce promote through social media. Social media is an online social interaction media that is connected to the internet and which functions to help its users share information and participate in building relationships, creating communication networks more easily (Sinaga & Mailin, 2023). Currently, social media functions as an online platform to communicate with customers and potential customers, users can even interact and share information and opinions about various products (Kintradinata & Hidayah, 2023).

One of the social media that is currently popular in Indonesia is TikTok. TikTok is an application that allows its users to express themselves through content. (Windi et al., 2025). Although it has been present since 2018, it was only in 2020 that it was able to develop rapidly and become a new culture in Indonesia. After 2 years, the TikTok application has become a new trend and culture for Indonesian people (Dewa & Safitri, 2021). In the world, TikTok application user data has reached more than 1 billion users (Azizah et al., 2021)

**Figure 2**  
**Tiktok App Users in Various Countries**



Source: (Databooks.katadata.co.id 2021)

Based on Figure 2, Indonesia is the second largest TikTok application user country in the world, with 112.98 million users after the United States which has 116.5 million users. The next rankings are Brazil 84.14 million, Mexico 62.45 million, Russia 51.25 million, Vietnam 50.58 million, Philippines 41.43 million, Thailand 41.07 million, Turkey 31.03 million, and Saudi Arabia 28.37 million.

With the increasing shopping through online sites and TikTok users, this application then presents its newest feature, namely the TikTok shop feature.

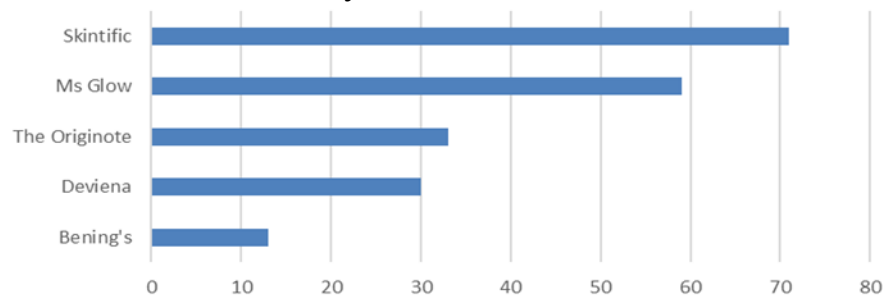
**The Influence of Brand Awareness ...**



The TikTok shop feature is the newest feature from TikTok, which was released in April 2021. Some of the products offered are also of various types, ranging from household appliances, fashion, food products, smartphones, beauty products, and various other items (Zulfah, 2022).

In the realm of beauty products, there is one brand that is targeted by TikTok users, namely Skintific. Skintific is a beauty product from Canada and is also one of the new products to enter the Indonesian market. Skintific prioritizes skin health and is able to overcome skin problems. Skintific products are traded online, such as Instagram, Shopee, and most recently through the TikTok Shop feature (Zulfah, 2022). Based on data from the TikTok creative center (2023), there were 136,000 posts using the hashtag skintific with a total of 2 billion views (Kintradinata & Hidayah, 2023). In terms of sales, Skintific has also been able to outperform its competitors (Compas.co.id, 2024).

**Figure 3**  
**Beauty Product Sales Value**



Source: Compas.co.id (2024)

Based on Figure 3 shows the sales value of official stores and non-official stores. It is known that skintific products are in first place with a sales value of 71 billion. Then the second position is occupied by MS Glow with a sales value of 59 billion. The Originator is in third place with a sales value of 33 billion.



While the fourth and fifth positions are occupied by Daviena and Bening's with sales values of 30 billion and 13 billion, respectively.

In recent years, research related to skintific products has been widely conducted by researchers. Kintradinata & Hidayah (2023) studied the interest in buying skintific products using electronic word of mouth variables. More recent (Simanjuntak & Saputra, 2024) measuring purchase interest using brand image, content influencer, and live streaming variables. Related to skintific product purchase decisions (Warning until 2023), measure it with promotion and price, while (Apriliani & Setyawati, 2023) measure it through the variables of electronic word of mouth, brand image, and brand trust.

Purchase interest according to (Rofiudin et al., 2022), namely behavior that arises as a response to objects that indicate consumer expectations to make purchases. So that purchasing interest becomes a customer preference before making a purchase or a repeat purchase. Related to the purchasing interest in several studies above, a gap can be found for research to be conducted in order to enrich the research results related to purchasing interest in skintific products. The gap is in the form of a point of view through variables covering external and internal consumer influences, as well as the side of the product itself. The internal point of view is measured through the brand awareness variable, while the external is measured by the influencer variable. Furthermore, for the product side, the skintific product quality variable is used.

Brand awareness is the consumer's ability to recall and recognize that a brand has a certain section and different categories (Putra & Lestari, 2023). Brand awareness will create a brand image in the minds of its consumers. Then, through a strong brand image, customers will have positive assumptions about



the products offered by the company. So with brand trust, consumers will not hesitate when purchasing the product (Apriany et al., 2022).

Several studies on brand awareness have been conducted by several researchers. In the study (Fadilla, 2021) found that there is an influence of brand awareness on purchasing interest. The same thing was also found in (Rachmat et al., 2025), which found that brand awareness affects purchase intention. However, research (Budiono, 2023) did not find any influence of brand awareness on purchasing interest.

Influencer marketing is becoming an increasingly popular approach, especially among skincare brands (Rahmawan et al., 2025). Beauty products utilize influencer marketing as a primary marketing strategy to attract the attention of the younger generation. Choosing influencers who have high credibility and are relevant to the product, as well as ensuring the quality of interesting and authentic content, can increase the effectiveness of marketing campaigns (Damayanti et al., 2025).

The role of influencer marketing, apart from building good relationships with consumers, influencer marketing also has an influence on online sales on TikTok. (Junedi et al., 2022). Skintific presents content marketing not only to promote products, but also to provide added value to consumers. These contents not only help consumers in using Skintific products, but also strengthen the emotional connection between the brand and consumers, helping to build strong brand loyalty (Harisandi et al., 2023). In selecting collaborators for influencer marketing partnerships at Skintific, we not only look for influencers with a large number of followers, but also those with a strong reputation and values that align with the brand. In this way, the content



marketing produced by these influencers not only promotes Skintific products but also communicates the brand's message and the healthy lifestyle it promotes (Mawarda, 2024).

Several studies on influencer marketing have been conducted by several researchers. In the research of Agustini et al. (2022) found the influence of influencer marketing on purchasing interest. The same thing was also found in Roisah et al. (2024), who found that influencer marketing had an effect on purchasing interest. Research by Rahmawan et al. (2025) also found the influence of influencer marketing on purchasing interest.

According to Kotler & Keller (2016), product quality is the ability of a product to demonstrate various functions, including durability, reliability, accuracy, and ease of use. Product quality is needed to meet every need and desire of consumers because it is the main thing that makes the product preferred by customers and increases consumer loyalty to the product (Rahmawati et al., 2023). However, there are some assumptions that say that skintific products are only suitable for certain types of facial skin, thus causing quality problems that are not commensurate with the price (Fauziah et al., 2024).

Several studies on product quality have been conducted by several researchers. A study by Amanda et al. (2024) found the influence of product quality on purchasing interest. The same thing was also found in Rahmawati et al. (2024), who found that product quality had an effect on purchasing interest.

However, research by Saputra et al. (2021) did not find any effect of product quality on purchasing interest. Skintific products are beauty products with the highest sales value, but have a problem, namely that Skintific products are only suitable for certain skin types, so they are considered unsuitable for



their price. Indonesia is the second-largest user of the TikTok social media platform. There is a Research Gap in the results of the study. Hardiyanti & Fadilla (2021) and Rachmat et al. (2025) said that brand awareness affects purchasing interest, while Yosefine & Budiono (2023) stated that brand awareness does not affect purchasing interest.

Based on the description of the phenomena and data above, it can be concluded that there is an influence of brand awareness, influencer marketing, product quality, and purchase intention. However, this assumption still requires empirical testing because there are still differences in results and opinions from several researchers.

## **LITERATURE REVIEW**

### **Purchase Intention**

Purchase intention, or purchase intention is a condition or level of consumer desire to buy a particular product or service. This purchase intention is the result of a decision-making process that is influenced by various factors, such as marketing, sales, and advertising. In addition, purchase intention can also be influenced by other factors, such as brand trust, recommendations from other customers, and satisfaction with the product.

According to (Kotler & Keller 2023), consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using, consuming, or even wanting a product. Meanwhile, Putri & Gunawan (2020) define buying interest as the tendency to buy or use a new product or system in a certain category after it appears on the market.



According to (Davis 2022) said that interest measures the strength of an individual to perform a certain action based on the perception of the desired response and outcome. When the attitude is positive towards the behavioral response, the individual is more likely to perform the behavior to get a certain reward.

### **Brand Awareness**

Brand awareness is the ability of potential buyers to recognize and recall a brand as part of a particular product (Supiyandi et al., 2022). Brand awareness can also be defined as a state where consumers associate a brand with obtaining or seeking information about the brand, and brands that have a higher level of awareness can be considered for use in meeting their needs (Utama & Ambarwati, 2022).

A strong brand image conveys the message that the brand has a clear advantage over competitors. Therefore, the existence of a brand image influences consumer behavior in making purchasing decisions (Harisandi & Wiyarno, 2023). A positive brand image means that customers will prefer products with relevant brands in the future, while a good brand image for manufacturers makes it difficult for competitors to market them.

Brand awareness is related to how strong the impression is in the customer's memory in remembering and recognizing a brand in different situations (Rachmat et al., 2025). This can help the brand in accordance with what the company wants or expects by creating customer familiarity through the brand and showing commitment to it (Uyuun, 2022). In addition, the better the brand awareness that is remembered by users, the more opportunities it will provide for users to make repeated usage decisions (Rachmawati & Andjarwati,



2020).

### **Influencer Marketing**

According to Kotler & Keller (2016), influencer marketing is a person who has a very important influence in influencing purchasing decisions by helping and providing information. Meanwhile, Uyuun (2022) explains that influencer marketing is a person or public figure who has a strong influence in society or the target consumer who will be targeted, and can be the right target for promotion.

In Saputra et al. (2023), it is explained that influencers have quite a lot of followers. their size and influence can influence the opinions and purchasing choices of their followers. Influencer testimonials can help create a good image or expose a product to a wider audience, making them a valuable component of marketing tactics (Ali et al., 2023).

The role of influencer marketing in addition to building good relationships with consumers, influencer marketing also influences online sales on TikTok. Skintific presents content marketing not only to promote products, but also to provide added value to consumers. This content not only helps consumers in using Skintific products, but also strengthens the emotional connection between the brand and consumers, helping to build strong brand loyalty. In selecting collaborators for influencer marketing partnerships at Skintific, they not only look for influencers with a large number of followers, but also have a strong reputation and values that are in line with the brand. In this way, the content marketing produced by these influencers not only promotes Skintific products but also communicates the brand's message and the healthy lifestyle it carries (Mawarda, 2024)



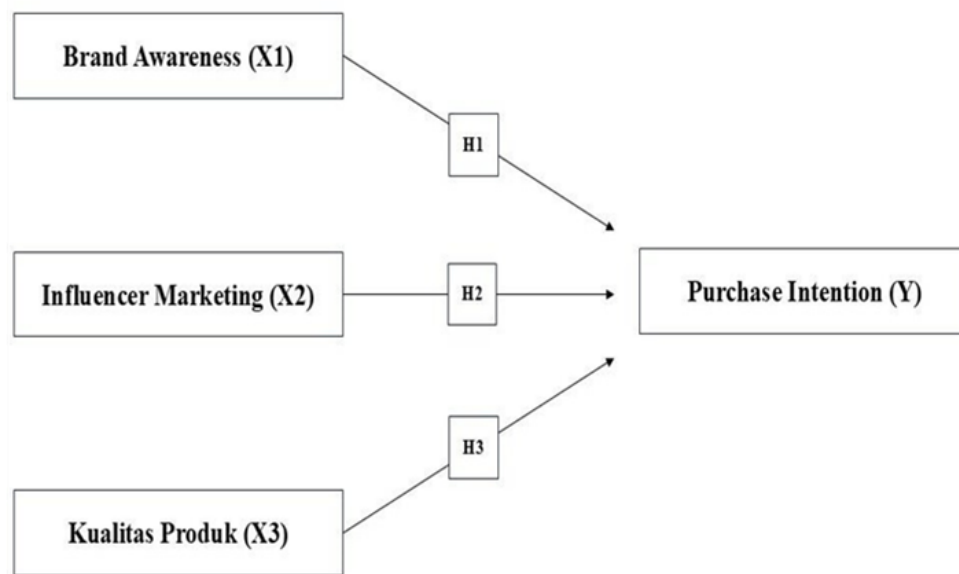
### Product Quality

According to Sumilat et al. (2022), a product is anything offered on the market to gain attention, demand, use, or consumption that can fulfill human desires or needs. Meanwhile, Siahaan & Putriku (2021) explain product quality as the overall characteristics of a product that can fulfill customer needs according to customer expectations.

Product quality is an important marketing tool and a determining factor in consumer purchasing decisions (Siahaan & Putriku, 2021). This is because product quality determines competitiveness with other companies. A manufacturer must be able to outperform competitors, such as in usability, product performance, and, of course, must be able to provide satisfaction to consumers (Sopuroh & Tanjung, 2023).

Research Model.

**Figure 4**  
**Research Model**



Source: processed data, 2025



## RESEARCH METHOD

The type of research conducted in this study uses a type of research with a quantitative method with a descriptive approach. Variable Measurement, namely the variables of this study consist of independent variables, namely the influence of brand awareness (X1), the influence of influencers (X2), and product quality (X3). While the dependent variable is purchasing intention (Y). This study uses measurements carried out by filling in data in the form of a questionnaire with a Likert scale as a measurement model. The questionnaire will be distributed and will be filled in by respondents. The compilation of the questionnaire uses a Likert scale, which is a scale for measuring attitudes, opinions, and points of view of a person or group of people about a social phenomenon (Nurastuti et al., 2022). Population can be interpreted as a generalization area consisting of objects or subjects that have certain qualities and characteristics that are the focus of the research (Sugiyono, 2020). Therefore, the population in this study is the community that uses scientific skincare and has an interest in purchasing the quality of scientific skincare products. The number of this research population has not been identified with certainty. The sample size that will be used is not only to validate the theory, but can also explain the presence or absence of a relationship between latent variables and play a greater role. The sample size that is suitable for use in research is between 100 respondents (Ghozali, 2021).

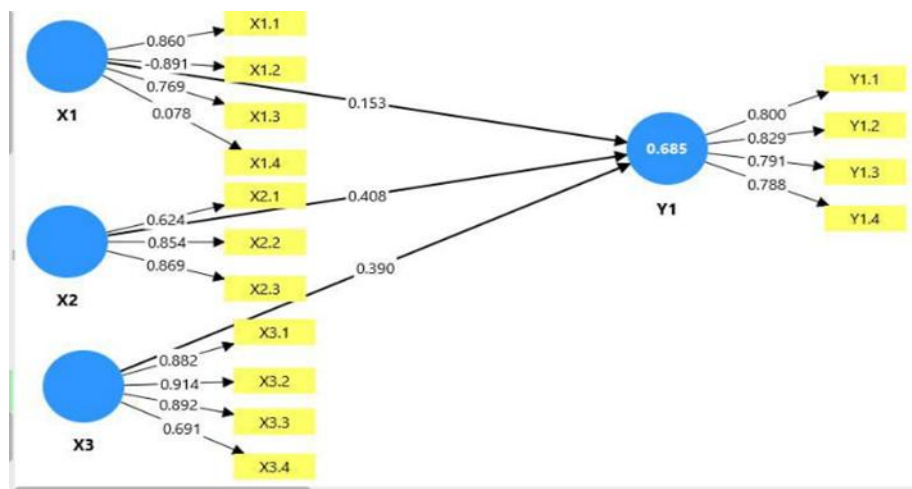
The sampling technique used in this study is purposive sampling, where respondents are selected based on certain criteria, namely those who have used scientific products and have an interest in purchasing scientific skincare products. This aims to ensure that the data obtained is relevant and can provide accurate information about the variables studied.

Before the questionnaire was distributed, questionnaire validation was carried out to ensure that the instrument used could measure the intended variables properly. This validation includes validity and reliability tests. In addition, a pretest was also carried out involving several respondents to test the feasibility of the questionnaire and ensure that the questions asked could be understood properly. Data analysis in this study used smartPLS for Structural Equation Modeling (SEM) analysis, which allows researchers to evaluate the relationship between latent variables simultaneously.

## RESULTS AND DISCUSSION

In this study, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the smartPLS 4.0 program. The following is a schematic of the PLS program model proposed by VV.

**Figure 5**  
**Outer Model**



Source: SmartPLS 4.0, 2025

### Conforgent Validity Test



Research indicators will be considered valid if they have an outer loading value above 0.7 on each instrument. However, an outer loading value of 0.5 is still considered sufficient (Ghozali, 2006) in (Hasrizal & Games, 2023). When the outer loading value is  $<0.5$ , the question item must be removed. However, some use the guideline  $<0.6$ , so the statement item must be removed.

**Table 1**  
**Outer Loading**

Variable		Outer Loading	Information
Influence of Brand Awareness (X1)	X1-1	0.860	Valid
	X1-2	0.891	Valid
	X1-3	0.769	Valid
	X1-4	0.780	Valid
Influencer Influence (X2)	X2-1	0.750	Valid
	X2-2	0.854	Valid
	X2-3	0.869	Valid
Product Quality(X3)	X3-1	0.882	Valid
	X3-2	0.914	Valid
	X3-3	0.892	Valid
	X3-4	0.705	Valid
Purchase Intention	Y1-1	0.800	Valid
	Y1-2	0.829	Valid
	Y1-3	0.791	Valid
	Y1-4	0.788	Valid

Source: smartPLS 4.0, data 2025

Table 1 can be concluded that the value of all research variables is  $> 0.5$ . This shows that all variables have met and each variable has a high level of validity.

**Discriminant Validity Test**

Discriminant Validity value is a cross-loading value that functions to determine whether a construct has adequate discriminants. Discriminant Validity can be seen from the square value of the Average Variance Extracted (AVE). Discriminant Validity or correlation value is said to be achieved or valid if the

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AVE value is > 0.5, and the correlation value56It is declared invalid if the AVE value is <0.5 (Ghozali, 2006 in Hasrizal & Games, 2023).

**Table 2**  
**average variance extracted (AVE)**

Variable	Average Variance Extracted (AVE)
The influence of brand awareness	0.533
Influencer influence	0.625
Product quality	0.721
Purchase intention	0.643

Source: smartpls4 data,2025

**Cronbach's Alpha Reliability Test**

Reliability testing is assessed through 2 (two) methods, namely Cronbach's Alpha and Composite Reliability. A variable can be said to have good reliability if the Cronbach's Alpha value is > 0.6 (Ghozali, 2006, in Hasrizal & Games, 2023).

**Table 3**  
**Cronbach's Alpha**

Variable	Cronbach's Alpha	Information
The influence of brand awareness	0.880	Reliable
Influencer influence	0.705	Reliable
Product quality	0.870	Reliable
Purchase intention	0.815	Reliable

Source: SmartPLS 4.0 data,2025

In Table 3 above, it can be concluded that the Cronbach's Alpha value of all constructs is > 0.6, which means that all constructs meet the Cronbach's Alpha criteria and each construct in this study has a high reliability value.

**Composite Reliability Test**



Reliability test is assessed through 2 (two) methods, namely Cronbach's Alpha and Composite Reliability. A variable can be said to have good reliability if the Composite Reliability value is > 0.7.

**Table 4**  
**Composite Reliability**

Variable	Composite Reliability	Information
Influence of brand awareness(x1)	0.766	Reliable
Influencer influence(x2)	0.752	Reliable
Product quality(X3)	0.907	Reliable
Purchase intention(Y)	0.817	Reliable

Source: SmartPLS 4.0 data,2025

**Inner Model Analysis**

After conducting validity and reliability tests, the next step is to test the structural model or inner model. Inner Model analysis can be assessed through the R-Square test. Here are the R-Square values from this study:

**Table 5**  
**R-Square Test**

Variable	R-Square	R-Square adjusted
Purchase intention (Y)	0.685	0.763

Source: SmartPLS 4.0 data 2025

Table 5 shows the results you display, the R-Square value for purchase intention (Y) is 0.685, and the adjusted R-Square is 0.763, indicating that your model is very good at explaining the purchase intention variable. This means that most of the variations in purchase intention can be explained by the variables in the model, so that the structural model you build has strong predictive power. At the hypothesis testing stage, the results of the path coefficient test show that all hypotheses submitted can be tested statistically with the criteria of t-statistics>



1.96 at a significance level of 5%. These results indicate that the relationship between the variables in the model, such as the effect of product quality, price, and promotion on purchase intention, is proven to be statistically significant. Overall, this study has succeeded in identifying and confirming the factors that influence consumer purchase intention towards Skintific skincare products. These findings strengthen the understanding that aspects of product quality, price, and promotion have an important role in shaping consumer purchase intention, especially in the young female segment, which is the main target of this product.

#### **SYNTHESIS OF TOPIC 1, n. (Policy Synthesis)**

The results of this study indicate that brand awareness, influencers, and product quality significantly influence purchase intention towards Skintific products on TikTok social media. High brand awareness builds consumer trust, while collaboration with credible influencers expands the reach and appeal of the product. On the other hand, product quality is a major determinant in purchasing decisions, especially among young consumers.

Considering the results of the inner model analysis, which showed an R-square value of 0.685 and an adjusted R-square of 0.763, it can be concluded that this model is strong enough to explain the purchase intention variable. This study successfully achieved its goal of identifying key factors that influence purchase intention. However, to strengthen the results, further research is recommended to consider additional variables such as price or promotion. The recommended strategic policy is to integrate these three main factors into digital campaigns consistently and based on data in order to increase consumer loyalty and purchase intention.



## CONCLUSION

Based on the results of research on the influence of brand awareness, influencers, and product quality on the purchase intention of skintific products on TikTok social media, it can be concluded that these three variables have a significant role in increasing consumer purchasing interest. Brand awareness contributes to building a positive image and consumer trust in skintific products, so that consumers are more confident in making purchases.

This shows that efforts to increase brand awareness through creative and informative marketing campaigns are very important. The right influencers who are relevant to the target market can have a strong influence on purchasing decisions. Interesting and credible content produced by influencers can increase the appeal of products in the eyes of consumers, so collaboration with influencers who have a young audience is an effective strategy. Meanwhile, good product quality is the main factor that consumers consider before deciding to buy.

perceived quality will affect consumer satisfaction and loyalty, so it is important for companies to continue to improve and maintain product quality standards. The use of TikTok social media as a marketing platform has proven effective in reaching young consumers and building closer interactions between brands and consumers. TikTok allows brands to communicate directly and interactively with audiences, which can increase engagement and purchase interest. Therefore, a marketing strategy that optimally integrates brand awareness, influencers, and product quality can increase purchase intention and the competitiveness of Skintific products in the Indonesian skincare market.

In terms of practical implications, this study provides recommendations for digital marketers to focus more on developing brand awareness through



creative and engaging campaigns, as well as collaboration with influencers who have influence among the target market. In addition, it is important to continue to improve product quality to meet consumer expectations, so that it can increase satisfaction and loyalty. However, this study has several limitations.

First, the number of samples used is still limited, so the results may not fully represent the wider population. Second, this study only focuses on Skintific products on the TikTok platform, so the results may not be generalizable to other brands or platforms. Therefore, to increase the scientific impact, future studies are recommended to expand the scope by involving more brands and other social media platforms. In addition, longitudinal research can be conducted to explore changes in consumer behavior over time and the long-term impact of the marketing strategies implemented. Thus, these findings provide a valuable foundation for the development of skincare marketing strategies in the digital era while opening up opportunities for more in-depth research in the future.

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