

## The Influence of Digital Marketing, Pricing, and Service Quality on Students' Purchasing Decisions in the Tiktok Shop Marketplace

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### ARTICLE INFO

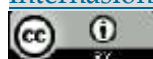
*Keywords:* Pricing, TikTok Shop, Digital Marketing, Service Quality, Purchase Decisions

*Received :* 12, March

*Revised :* 21, March

*Accepted:* 22, April

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### ABSTRACT

This study examines the influence of digital marketing, pricing, and service quality on purchasing decisions in the TikTok Shop marketplace, concentrating on Mataram University's Faculty of Economics and Business students. It addresses the online shopping phenomenon that increasingly dominates consumer behavior, particularly among the younger generation. The research employs a quantitative method with an associative approach, utilizing a questionnaire survey with 100 students as respondents to gather data. Analyses of the data were performed using pertinent statistical methods, such as linear regression. The results indicate that digital marketing, price, and service quality have a positive but not significant impact on students' purchasing decisions. Digital Marketing, through the use of creative content and influencer strategies, successfully attracts young consumers, while competitive pricing and good service quality foster customer loyalty and repeat purchases. This study provides insights for e-commerce businesses to optimize their marketing strategies and improve service quality, thereby attracting more student consumers and contributing to the growth of the digital economy.

## INTRODUCTION

The advancement of digital technology has transformed consumer shopping behavior, shifting from traditional to online platforms. E-commerce has become more efficient and engaging, particularly among university students who are highly familiar with digital tools and social media. Platforms like TikTok Shop have gained popularity by combining entertainment, influencer marketing, and personalized content to encourage impulse buying. Purchasing decisions in e-commerce are influenced by key factors such as digital marketing, price, and service quality. TikTok Shop appeals to students through algorithm-driven content, live shopping, targeted ads, and viral trends. Despite this entertainment-based appeal, students remain price-sensitive and demand high service standards, including reliable delivery and responsive customer support.

In 2024, Indonesia had 66.5 million e-commerce users and 157.6 million active TikTok users, ranking as TikTok's fourth-largest market. Transaction volume on TikTok Shop grew by 300%, highlighting its growing influence on purchasing behavior. The decision-making process itself involves problem recognition, information search, evaluation, purchase, and post-purchase behavior (Kotler & Armstrong, 2017), and is shaped by internal and external factors. Digital marketing allows brands to connect with consumers in relevant, personalized ways (Kotler & Keller, 2018), while Tjiptono (2015) identifies price as a value indicator. Service quality, defined by Parasuraman et al. (1988) through dimensions like reliability and responsiveness, plays a critical role in customer satisfaction.

Previous studies show mixed results regarding the influence of these factors. Marpaung & Lubis (2022) found that digital marketing positively affects purchasing decisions, while Manurung et al. (2024) reported no significant impact. Normilawati & Rifani (2022) confirmed that price and service quality jointly influence e-commerce purchases. Sopiyan (2022) found a positive relationship between service quality and purchase decisions, but Jijen & Sudarman (2024) reported the opposite. Rafi & Rochdianingrum (2023) noted that economics students are more likely to adopt new e-commerce platforms due to strong digital literacy.

Based on these dynamics, this study investigates how students at the Faculty of Economics and Business, Universitas Mataram make purchasing decisions on TikTok Shop, focusing on the roles of digital marketing, price, and service quality. The results are expected to provide strategic insights for optimizing marketing approaches targeting young digital consumers.

## THEORETICAL REVIEW

### *Digital Marketing on Purchasing Decisions*

Digital marketing, as a vital instrument in modern marketing, utilizes digital technology to reach consumers in a personal and relevant manner (Kotler & Keller, 2018). On TikTok Shop, strategies such as viral content, influencer marketing, and algorithm personalization are key to attracting consumer interest, particularly among students. Pricing is also a major consideration, especially for students with financial limitations. Tjiptono (2015)

states that price serves as a value indicator that connects product benefits and costs. TikTok Shop frequently offers competitive pricing through promotions and discounts. Digital marketing is a marketing strategy that utilizes digital technology to achieve business goals and enhance customer engagement (Lovelock & Wright, 2017). Previous research has shown that interactive and informative digital marketing strategies increase consumer purchase interest (Nurhaida & Realize, 2023). Brand perception and purchase decisions are influenced by social media use in digital marketing (Niken & Ekhsan, 2024). Furthermore, customers are more likely to make purchases when digital marketing is perceived as credible (Hidayah, 2023). Marpaung & Lubis (2022) found that digital marketing positively influences purchasing decisions. However, Manurung et al. (2024) argue that digital marketing does not impact purchasing decisions.

H1: Digital marketing has a positive and significant effect on purchasing decisions.

### ***Price on Purchasing Decisions***

Price is a key factor in purchasing decisions as it determines the extent to which consumers are willing to exchange money for the benefits obtained (Kotler & Keller, 2018). Price is defined as the monetary value required to obtain ownership or usage rights of a product or service (Tjiptono, 2015). Consumers often consider price as the primary factor when purchasing a product. A price that aligns with the product's quality and benefits can enhance competitiveness and foster customer loyalty. Previous research has shown that fair price perception increases trust and encourages purchasing decisions (Normilawati & Rifani, 2022). Price competitiveness is a crucial factor in e-commerce competition, where consumers tend to choose products with more competitive prices (Pelengkahu et al., 2023). Additionally, price affordability significantly influences students' purchase interest (Rafi & Rochdianingrum, 2023). Meanwhile, Halim & Hamzah (2020) suggest that Price has no significant effect on purchasing decisions; consumers are more influenced by product quality and promotion.

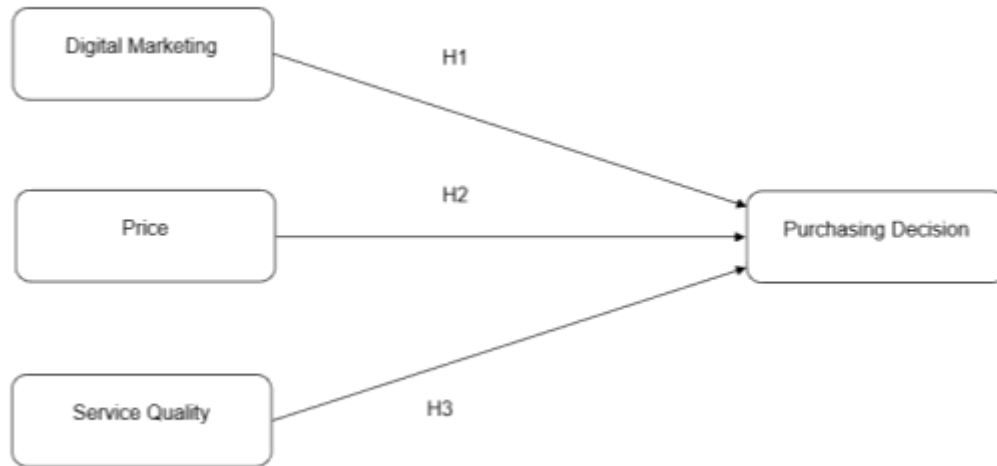
H2: Price has a positive and significant effect on purchasing decisions.

### ***Service Quality on Purchasing Decisions***

Service quality is a crucial factor in purchasing decisions, particularly in e-commerce platforms like TikTok Shop. Parasuraman et al. (1988) define service quality as the difference between customer expectations and their perceptions of service performance, with five key dimensions: reliability, assurance, tangible aspects, empathy, and responsiveness. While Lovelock & Wright (2017) stress that service quality is the degree of perfection anticipated and regulated to satisfy customer wishes, Zeithaml et al. (2017) go on to clarify that service quality reflects client ratings of many areas of service. Because it increases client loyalty and happiness, service quality is a crucial factor. Positive client referrals and repeat business are fostered by responsive and dependable service. Previous studies have shown that high service quality increases the

likelihood of repeat purchases. Sopiyan (2022) states that service quality has a positive and significant impact on purchasing decisions, whereas Jejen & Sudarman (2024) argue that service quality does not influence purchasing decisions.

H3: Service quality has a positive and significant effect on purchasing decisions.



**Figure 1. Research Framework**  
 Source: Developed by the authors (2025)

**METHODOLOGY**

In order to examine or evaluate the impact of pricing, service quality, and digital marketing on the dependent variable – purchasing decisions – this study uses an associative research technique. One hundred students from Universitas Mataram's Faculty of Economics and Business make up the study's population.

A non-probability sample is the sampling method employed in this investigation. Non-probability sampling, according to Sugiyono (2017), is a sampling strategy used to choose research samples that are not uniformly distributed or randomly mixed across the population that will serve as the foundation for the study. The sample size for this study consists of 100 respondents. The data collection tool used is a questionnaire distributed via Google Forms. The questionnaire employs a Likert scale. Data analysis procedures utilize the SPSS 23 software.

**RESULTS**

The validity test for data processing in this study was conducted using SPSS 23. The data is considered valid if the r-table value is smaller than the r-calculated value. This study has an r-table value of 0.196. The test results are presented in the following table:

**Table 1. Validity Test Results**

Variable	Unit	R Calculated	R Table	Description
Digital Marketing	X1.1	0,428	0,196	Valid
	X1.2	0,408	0,196	Valid

(X1)	X1.3	0,544	0,196	Valid
	X1.4	0,378	0,196	Valid
	X1.5	0,561	0,196	Valid
Price (X2)	X2.1	0,510	0,196	Valid
	X2.2	0,518	0,196	Valid
	X2.3	0,628	0,196	Valid
	X2.4	0,550	0,196	Valid
Service Quality (X3)	X3.1	0,401	0,196	Valid
	X3.2	0,400	0,196	Valid
	X3.3	0,636	0,196	Valid
	X3.4	0,509	0,196	Valid
	X3.5	0,442	0,196	Valid
	X3.6	0,668	0,196	Valid
Purchasing Decision (Y)	Y.1	0,641	0,196	Valid
	Y.2	0,540	0,196	Valid
	Y.3	0,623	0,196	Valid
	Y.4	0,649	0,196	Valid

Source: Developed by the authors (2025)

All tested items have an R Calculated value greater than the R Table value (0.196), indicating validity. This confirms that the indicators used effectively measure the variables Digital Marketing (X1), Price (X2), Service Quality (X3), and Purchase Decision (Y).

The reliability test in this study was conducted using Cronbach's Alpha. Data is considered reliable if Cronbach's Alpha value exceeds 0.6. The test results are presented in the following table:

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	N	Threshold	Description
Digital Marketing	0,645	5	0,60	Reliable
Price	0,673	4	0,60	Reliable
Service Quality	0,685	6	0,60	Reliable
Purchasing Decision	0,796	4	0,60	Reliable

Source: Developed by the authors (2025)

The results of the reliability test indicate that all variables are reliable, as their Cronbach's Alpha values exceed the 0.60 threshold. This confirms that the instrument can be relied upon for further research.

The normality test in this study was conducted using the Kolmogorov-Smirnov method, where data is considered normally distributed if the Asymp. Sig. (2-tailed) > 0.05. The normality test results are presented in the following table:

**Table 3. Normality Test Results One-Sample Kolmogorov-Smirnov Test**

	Unstandardized Residual
N	100
Normal Parameters <sup>a,b</sup>	Mean
	.0000000

	Std. Deviation	.08146928	
Most Extreme Differences	Absolute	.122	
	Positive	.122	
	Negative	-.086	
Test Statistic			.122
Asymp. Sig. (2-tailed)			.001 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.092 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.085
		Upper Bound	.099

Source: Developed by the authors (2025)

Based on the table, the Kolmogorov-Smirnov test shows a Test Statistic value of 0.122, with an Asymp. Sig. (2-tailed) value of 0.001, which is less than the significance level of 0.05. This suggests that the data is not normally distributed according to this test. However, the Monte Carlo Sig. (2-tailed) value is 0.092, which is greater than 0.05, indicating that when using the Monte Carlo method, the data appears to be normally distributed. Thus, there is a discrepancy between the Kolmogorov-Smirnov test and the Monte Carlo test results. While the Kolmogorov-Smirnov test suggests non-normality, the Monte Carlo test indicates that the data tends to be normally distributed.

The multicollinearity test is assessed by checking whether the Variance Inflation Factor (VIF) is below 10 and the Tolerance Value is above 0.1. The test results are shown in the following table:

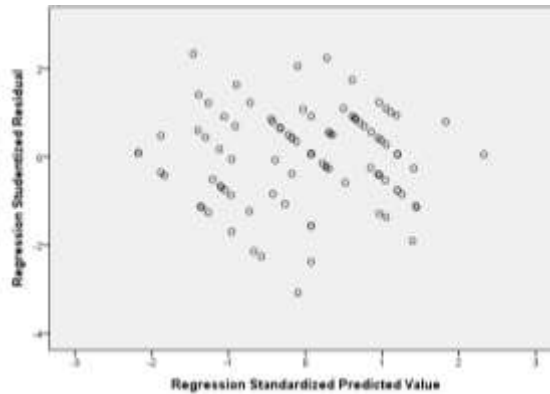
**Table 4. Multicollinearity Test Results**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	.796	1.257
	Price	.801	1.249
	Service Quality	.693	1.443

Source: Developed by the authors (2025)

The multicollinearity test results indicate that all variables have Tolerance values  $> 0.1$  and VIF values  $< 10$  (Digital Marketing: 0.796 & 1.257; Price: 0.801 & 1.249; Service Quality: 0.693 & 1.443). Since there are no multicollinearity issues, the regression model can be used for further analysis.

The heteroskedasticity test is conducted by observing whether the data points are randomly scattered above and below the value of 0 in the scatter plot.



**Figure 2. Heteroskedasticity Test**

Source: Developed by the authors (2025)

Based on the scatter plot above, the data points appear randomly distributed above and below 0. Therefore, it can be concluded that there is no indication of heteroskedasticity in this study.

**Table 5. t-Test Results**

		Coefficients				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	7.144	2.841		2.514	.014	
	Digital Marketing	.119	.113	.112	1.053	.295	.796
	Price	.224	.129	.185	1.740	.085	.801
	Service Quality	.160	.104	.175	1.537	.128	.693

a. Dependent Variable: Purchasing Decision

Source: Developed by the authors (2025)

Based on the table above, Digital Marketing has a significance value of 0.295, which is greater than 0.05, indicating no significant effect on Purchase Decision. Service Quality has a significance value of 0.128, which is also greater than 0.05, meaning it does not significantly affect Purchase Decisions. Price has a significance value of 0.085, which is slightly above 0.05 but close to the threshold. This suggests that Price has a relatively significant influence on Purchase Decisions.

**Table 6. F-Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
3	Residual	212.079	96	2.209		
	Total	245.000	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Digital Marketing, Price, Service Quality

Source: Developed by the authors (2025)

The F-test results determine whether the overall linear regression model significantly influences the dependent variable (Purchase Decision). The F-value obtained is 11.092, with a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that the regression model is statistically significant overall, meaning the independent variables (Service Quality, Price, and Digital Marketing) collectively have a significant impact on Purchase Decisions. In other words, the regression model incorporating these three variables effectively explains variations in Purchase Decisions.

**Table 7. Coefficient of Determination Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 <sup>a</sup>	.684	.674	1.235
a. Predictors: (Constant), Digital Marketing, Price, Service Quality				

Source: Developed by the authors (2025)

The coefficient of determination test results displayed in the table shows the R and R Square values, which measure how well the regression model explains variations in the dependent variable, Purchase Decision. The R Square value of 0.684 indicates that approximately 68.4% of the variation in Purchase Decisions can be explained by the three independent variables: Digital Marketing, Price, and Service Quality. This means these three variables have a significant contribution in influencing Purchase Decisions. However, 31.6% of the variation remains unexplained by this model, which could be attributed to other factors not included in the study. Therefore, additional variables may play a role in influencing Purchase Decisions.

**Table 8. Multiple Linear Regression Analysis Results**

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.144	2.841		2.514	.014		
	Digital Marketing	.119	.113	.112	1.053	.295	.796	1.257
	Price	.224	.129	.185	1.740	.085	.801	1.249
	Service Quality	.160	.104	.175	1.537	.128	.693	1.443
a. Dependent Variable: Purchasing Decision								

Source: Developed by the authors (2025)

The results of the regression analysis indicate that Digital Marketing (Sig. = 0.295) and Service Quality (Sig. = 0.128) do not have a significant effect on Purchase Decisions, as their significance values exceed the 0.05 threshold. Meanwhile, the Price (Sig. = 0.085) is close to the significance level, suggesting a moderate effect on Purchase Decision. The multicollinearity test confirms that there are no multicollinearity issues within the model, as all Tolerance values are greater than 0.1, and all VIF values are less than 10. Overall, while Digital

Marketing and Service Quality do not significantly influence Purchase Decisions, Price appears to have a relatively significant role in shaping consumer buying behavior.

## DISCUSSION

The findings of this study reveal that digital marketing does not significantly influence the purchasing decisions of students at the Faculty of Economics and Business, University of Mataram, when using the TikTok Shop platform. At first glance, this appears contradictory to prior studies—such as that by Manurung et al. (2024)—which emphasized the effectiveness of digital marketing strategies, including creative content and influencer collaboration, in shaping consumer behavior. However, the divergence may stem from the unique characteristics of the respondent group. As digital natives with a high level of digital literacy, these students may be more discerning and skeptical toward promotional content, particularly on platforms like TikTok, where marketing is often embedded within entertainment. This critical approach potentially diminishes the persuasive power of digital marketing, leading to the rejection of Hypothesis 1 (H1). It suggests that digital marketing strategies need to evolve beyond mere visibility and novelty to offer genuine value and relevance to digitally savvy consumers.

In contrast, price emerges as a moderately significant factor influencing purchasing decisions, supporting Hypothesis 2 (H2). This result is consistent with the work of Normilawati & Rifani (2022), who noted that competitive pricing is crucial for student consumers facing budget limitations. Furthermore, Tjiptono's (2015) assertion that price functions as a perceived value indicator aligns with this finding. Notably, the significance level (Sig. = 0.085) is close to the threshold, indicating that while price matters, it may not be the sole determinant. This nuance suggests that students balance affordability with other considerations, such as product utility or brand familiarity, when deciding to purchase from TikTok Shop. The marginal significance also hints at a potential interaction effect, where price sensitivity may be heightened or diminished depending on other factors, such as urgency of need or peer influence.

Interestingly, service quality does not exhibit a significant influence on purchasing decisions, leading to the rejection of Hypothesis 3 (H3). Although previous studies (e.g., Jejen & Sudarman, 2024) have similarly found a weak link between service quality and consumer decisions in online contexts, the finding here may be particularly shaped by the nature of the platform and the expectations of the target demographic. For students accustomed to rapid and self-directed online shopping, factors like responsiveness or support may take a backseat to tangible benefits like pricing and product variety. This suggests a shift in how service quality is perceived—less as a differentiator in the purchasing phase, and more as a post-purchase satisfaction or loyalty driver. Thus, the low impact of service quality on immediate purchasing decisions may not negate its long-term strategic importance.

Despite the lack of individual significance in two of the three variables, the combined influence of digital marketing, price, and service quality explains

68.4% of the variation in purchasing decisions ( $R^2 = 0.684$ ). This indicates a meaningful collective effect and underscores the multifactorial nature of consumer behavior in digital marketplaces. These results align with Rafi & Rochdianingrum's (2023) findings that purchasing decisions are shaped not by isolated variables but by an integrated experience involving price competitiveness, platform features, and user engagement. It is possible that while digital marketing and service quality may not trigger immediate purchases, they may enhance user trust and platform loyalty, thereby contributing indirectly to consumer decisions over time.

This study contributes to the growing body of digital marketing literature by highlighting price as the most influential factor for student consumers in the TikTok Shop context. The emphasis on affordability reflects the purchasing priorities of a budget-conscious demographic, reinforcing the importance of pricing strategies in e-commerce targeting students. Nevertheless, the findings also suggest that marketers should not disregard the roles of digital marketing and service quality entirely. These elements may act as foundational supports that build the consumer-brand relationship, fostering trust and long-term engagement even if their short-term impact on purchasing is limited.

These findings open several avenues for future research. First, studies could explore the indirect effects of digital marketing and service quality through mediating variables such as trust, brand image, or perceived enjoyment. Second, incorporating additional factors like peer influence, product category preferences, and platform usability could offer a more holistic view of student purchasing behavior. Moreover, longitudinal research would be valuable in examining how behavioral patterns evolve over time, especially in response to changing marketing tactics or economic shifts. Such insights would be particularly relevant for businesses seeking to refine their digital strategies in an increasingly competitive online marketplace.

## CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that purchasing decisions on the TikTok Shop marketplace among students at the Faculty of Economics and Business, University of Mataram, are significantly influenced by three key factors: Digital Marketing, Price, and Service Quality. As active consumers, students not only consider competitive pricing but also pay attention to the quality of service provided by the platform. With the rapid growth of TikTok Shop, which integrates entertainment and e-commerce, students tend to make repeat purchases more frequently due to these factors. While other variables may also have an influence, the findings indicate that Digital Marketing, Price, and Service Quality have a strong relationship with students' purchasing decisions.

Furthermore, these findings highlight the evolving nature of online shopping behavior among students, particularly in the context of social commerce platforms like TikTok Shop. Unlike traditional e-commerce websites, TikTok Shop leverages algorithm-driven content, influencer marketing, and real-time engagement through live shopping events, making the shopping experience more dynamic and interactive. The appeal of this platform is further

strengthened by its ability to offer targeted advertisements and promotions, catering to students' preferences and financial constraints.

Additionally, the study found that most FEB University of Mataram students have purchased food, clothing, and electronic products through the TikTok Shop e-commerce platform. On average, FEB students make more than two transactions, with affordable prices and good service quality being the primary reasons for their repeated purchases. This suggests that price sensitivity and service reliability are essential in fostering customer loyalty within this demographic. Furthermore, students from the Management Department were found to be the most frequent buyers on the TikTok Shop platform, which may indicate a higher level of familiarity with e-commerce trends and digital purchasing behaviors.

These findings underscore the importance of continuously adapting marketing strategies to align with student preferences and shopping patterns. Businesses operating on TikTok Shop should consider not only competitive pricing but also strategies that enhance customer engagement and trust. Future research could further investigate the impact of additional factors, such as brand perception, product diversity, and social influence, to gain a more comprehensive understanding of student purchasing decisions in digital marketplaces.

#### **FURTHER STUDY**

To further enhance purchasing decisions on TikTok Shop, it is recommended that companies optimize their Digital Marketing strategies by creating engaging content that aligns with students' interests and offering competitive pricing through discounts and loyalty programs, considering students' limited budgets. Given the highly visual and interactive nature of TikTok Shop, businesses should leverage short-form videos, influencer collaborations, and personalized advertisements to capture student attention and encourage impulse buying. Additionally, utilizing data-driven marketing strategies, such as AI-powered recommendations and targeted promotions, can help enhance the effectiveness of digital marketing efforts and improve customer retention.

Improving service quality is also crucial in strengthening consumer trust and ensuring a seamless shopping experience. Companies must prioritize secure payment systems to prevent fraud and enhance buyer confidence, while also focusing on timely and reliable delivery services. Since students are likely to have fast-paced lifestyles, ensuring quick order fulfillment and offering responsive customer service can significantly impact their purchasing satisfaction. Moreover, implementing customer feedback mechanisms and proactive issue resolution strategies can further enhance service quality and encourage repeat purchases.

Future research should explore other factors influencing purchasing decisions, including demographic and psychographic analyses, to better understand variations in consumer behavior among different student groups. Since purchasing decisions may be shaped by lifestyle, social influences, and psychological triggers, a deeper examination of these aspects can provide

valuable insights into how students interact with e-commerce platforms. Conducting longitudinal studies is also essential to observe behavioral changes over time as new platform features and marketing strategies continue to evolve.

A comparative analysis with other e-commerce platforms is equally important in understanding TikTok Shop's competitive advantages. By evaluating how TikTok Shop differs from traditional marketplaces such as Shopee, Lazada, and Tokopedia, researchers can identify unique selling points and areas for improvement. This approach can help businesses refine their strategies to remain competitive in the growing social commerce landscape.

With a holistic approach, this study aims to make a significant contribution to digital marketing literature and provide practical recommendations for e-commerce marketing strategies. By integrating insights from digital marketing, pricing strategies, and service quality improvements, businesses can better cater to the needs of student consumers and enhance their overall shopping experience on TikTok Shop.

## **ACKNOWLEDGMENT**

I sincerely thank my academic advisors for their invaluable guidance, the respondents for their participation, and my colleagues for their support. Special gratitude to my family for their encouragement through out this research.

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